Future of Regent Street, Haymarket and Piccadilly Circus

2025 Public Engagement Report

November 2025

City of Westminster

THE CROWN ESTATE

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Foreword

Westminster City Council and The Crown Estate are proud to introduce this report. It captures people's wide-ranging reflections on our vision for the future of Regent Street, Haymarket, and Piccadilly Circus public realm, building on a partnership we first established in 2020.

In summer 2025 Westminster City Council and The Crown Estate held a public engagement programme on the emerging masterplan and movement strategy for this area. The emerging masterplan outlines our proposals to enhance Regent Street, Haymarket and Piccadilly Circus's role as the beating heart of the West End. Already one of the most iconic areas of London, with a dynamic economy that drives growth and opportunities, it is essential that it evolves to secure its position as a world-class destination, remains resilient in the face of a changing climate, and delivers a safe and accessible experience for all. To do this, we need to hear the voices and aspirations of people who live, work and visit the area.

Inviting public comments on the emerging masterplan and movement strategy was not simply a consultation. It was a commitment to ensuring that all those that have a stake in the area play a central role in shaping its future. We wanted to begin the conversation early, while design concepts were emerging, to ensure that public input could meaningfully influence the proposals' direction. Alongside this public engagement, throughout 2025 we convened an Advisory Panel made up of residents, businesses, landowners, and people with a range of lived experiences. The panel has played a vital role in guiding the public realm design and engagement process from an early stage and will continue to do so as proposals evolve. This approach to engagement reflects our belief that inclusive dialogue is not just a part of the process—it is the foundation of the programme itself.

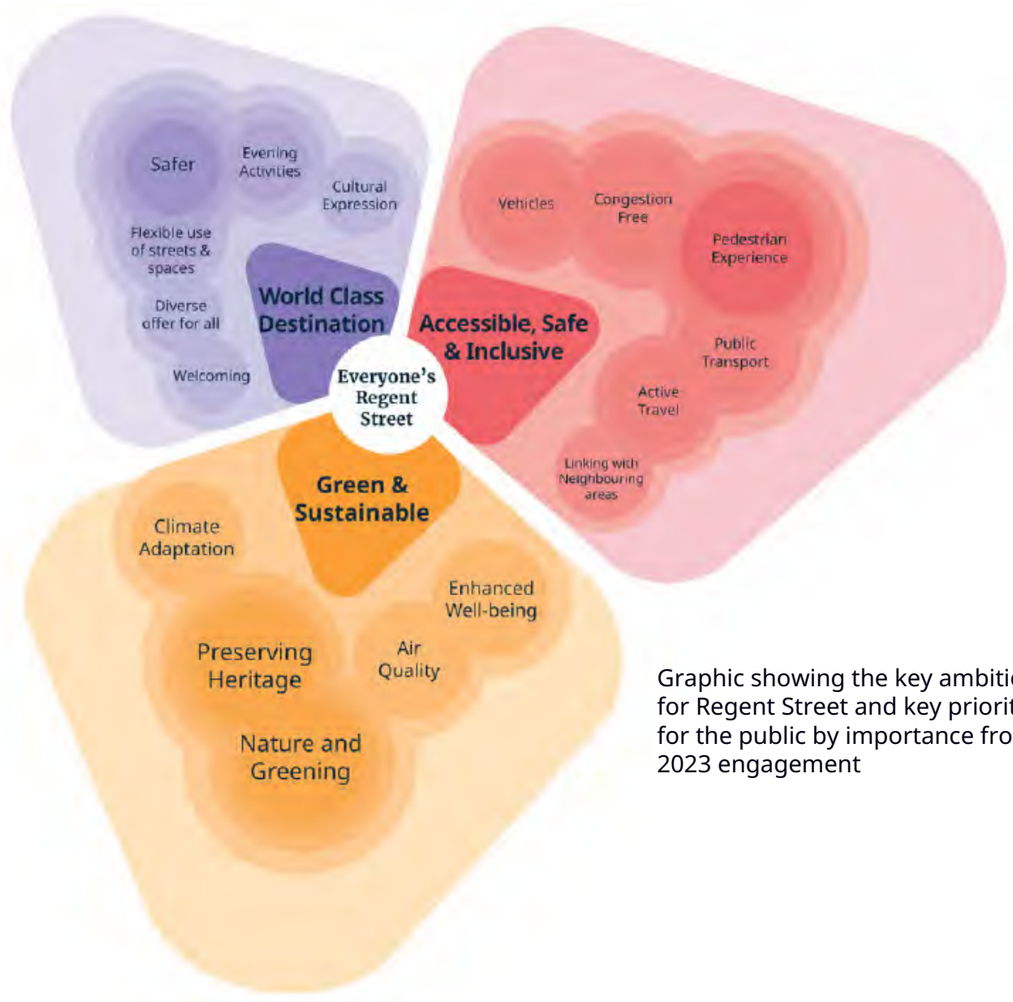
The feedback was clear: there is strong support for our ambitions to improve pedestrian experience and enhance public spaces. Proposals for Piccadilly Circus and Waterloo Place emerged as a focal point of enthusiasm, while proposals for Haymarket and early cycling proposals prompted valuable reflections and suggestions for refinement. People's feedback at this early stage on a wide range of topics including traffic, public transport, safety and accessibility has provided us with invaluable insight as we embark on the next stage of design. Building on these insights, we look forward to hearing people's voices on our detailed public realm proposals as part of a final consultation in June 2026, when we will present our public realm proposals alongside detailed traffic modelling.

We know that there are significant threats which, if left unaddressed, will erode the attractiveness of Regent Street, Haymarket and Piccadilly Circus as a place to visit, work, live and invest in. This report marks a milestone in our journey to reimagine some of London's most iconic places—not just as streets to pass through, but as places to dwell in and to belong to. Places that are safe and welcoming for all and can adapt to a changing climate and increasingly competitive global economy.

We are deeply grateful to everyone who contributed their time, energy, and views. Your voices have shaped the vision and direction for this programme, and your continued involvement will ensure we can create a world class destination in the heart of central London that can be enjoyed by all for decades to come.

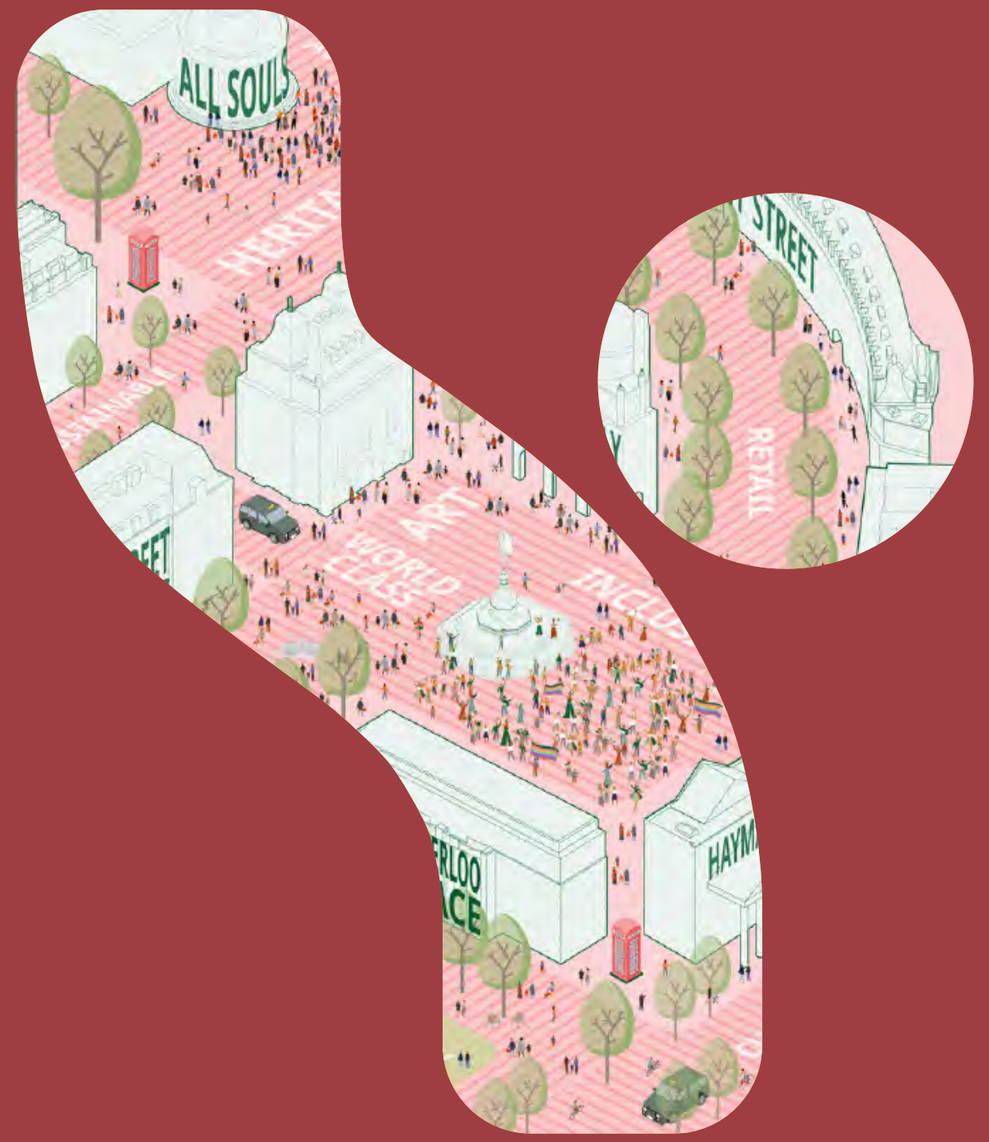
Councillor Geoff Barraclough
Cabinet Member for Planning and Economic Development, Westminster City Council

Kristy Lansdown
Managing Director, Development, The Crown Estate



Graphic showing the key ambitions for Regent Street and key priorities for the public by importance from 2023 engagement

1 Introduction



1. Introduction

Westminster City Council and The Crown Estate are pleased to publish this report, which details the outcomes of public engagement on the future masterplan and movement strategy for Regent Street, Haymarket and Piccadilly Circus public realm during summer 2025.

The Crown Estate is the main landowner and custodian of the buildings on Regent Street, from All Souls Church to Waterloo Place. Accountable to Parliament, The Crown Estate return all its net revenue profits to His Majesty's Treasury for the benefit of the nation. Westminster City Council are the Highway Authority, responsible for operating, administering, and maintaining the majority of the public realm and public highway.

Together, we have delivered a comprehensive programme of engagement to understand what residents, businesses, communities, and visitors want and need from our proposals for the future of these iconic spaces.



Background

Drawing on the area's rich heritage, Westminster City Council and The Crown Estate have set out to reimagine architect John Nash's original ambition from 200 years ago, to connect St. James's Park with Regent's Park. Our proposals draw on this vision, creating a green link through the heart of the West End.

During the COVID-19 pandemic, Westminster City Council worked in partnership with The Crown Estate to design and implement an interim public realm scheme to support the reopening of the West End and encourage residents, workers, shoppers and visitors back to the area, and address public health guidance at the time through the provision of more space to facilitate social distancing. The scheme has remained in place and continues to deliver a number of public realm improvements including seating, greening and additional pavement space.

In July 2023, we engaged with people who live, work and visit the area to shape a new public realm vision. We heard from nearly 3,500 people about opportunities for a permanent scheme on Regent Street, and The Crown Estate also engaged with over 730 people to assess the public realm opportunities for Haymarket, Charles II Street, and Jermyn Street as part of its confirmed development and investment programme for these streets. The feedback from this engagement helped us build a vision for the future of Regent Street, Haymarket and Piccadilly Circus, centred around three key ambitions:

- Accessible, safe and inclusive
- Green and sustainable
- A world class destination

Building on the data gathered from the interim public realm scheme, alongside the vision shaped during the first round of public engagement, we developed a masterplan and movement strategy for the future of Regent Street, Haymarket, and Piccadilly Circus, alongside design consultants Allies & Morrison and transport consultants Norman Rourke Pryme (NRP).

In summer 2025, we set out to gather a wide range of feedback and insights on our proposed masterplan and movement strategy from diverse communities, so that we can create streets and spaces which are shaped by and delivered for the people who use them. This was also an opportunity to test people's sentiment on our proposals to inform the next steps in the decision-making process. Our engagement targeted residents of the area, the wider borough, and London, people who work for, manage, or own businesses in the area, and visitors from both the UK and abroad.

Alongside engagement activities, the Partners have been developing a business case. The Partnership's business case sets out Partners' strategic policy ambitions, alongside the seven key stakeholder priorities that emerged from the engagement exercises in 2023 on the Regent Street Public Realm Vision and the Haymarket District Plan. These ambitions and priorities informed key measures we will use to appraise the emerging design.

There is a direct correlation between these seven stakeholder priorities from 2023 and the emerging masterplan and movement strategy proposals presented in July-August 2025, and there continues to be a strong synergy between many of stakeholders' original priorities from 2023 and the key themes that we identified through this latest round of engagement. This demonstrates that the Partnership's business case will help to inform and shape the development of the final public realm and movement proposals for Regent Street, Haymarket and Piccadilly Circus so they strongly reflect stakeholders' views from both rounds of engagement.

The findings from the 2025 engagement will directly support the development of the concept design. We will continue to build on communities' feedback and bring the concept design back to the community for consultation in June 2026, before Westminster City Council's Cabinet and The Crown Estate make a decision on whether to progress with the scheme.

We will continue working alongside residents, workers and business-owners, Londoners and visitors to refine our plans, ensuring they continue to reflect the needs and priorities of everyone who lives, works, and spends time in the area.



Purpose and objectives

The long-term success of Regent Street, Haymarket and Piccadilly Circus depends on maintaining its status as a nationally important centre for commerce, culture and leisure. Without bold, future-focused investment, these iconic streets risk falling behind.

Significant threats, which if left unaddressed, will erode the attractiveness of Regent Street, Haymarket and Piccadilly Circus as a place to visit, work, live and invest:

- **Global competitiveness:** London's global economic position is facing increasing competition. These streets are vital to the ongoing economic success and reputation of the city and the UK.
- **Climate:** The changing climate is making the area a less comfortable and resilient place.
- **Public realm:** There are weaknesses in the quality and safety of the current environment. Evidence from the UK and abroad shows that investing in the comfort, quality and safety of the public realm leads to improved economic, social and environmental outcomes.

Many of the world's leading cities are proactively investing in improving the quality of their city centres, with a focus on transforming and improving levels of urban greening, comfort and accessibility for residents, workers and visitors. We want to transform the public realm by creating green, safe and accessible public spaces that respond to the evolving needs of how people live, work, shop, socialise and move in this global destination. Together we can set a new global benchmark as the world's best destination and a place for everyone.

Regent Street, Haymarket and Piccadilly Circus is home to:

94k
jobs

£11.3bn
for the economy

700
listed buildings

The area supports London's global reputation and competitiveness...

70m visits
to Regent Street per year

10 times
more visits than the UK's top rated visitor destination

Top 5
Retail Streets in Europe: Regent Street

37%
International visitors: a focal point for tourism in the UK

+98%
GVA growth: more than 2X London and UK growth in the last decade

...but there are significant threats which if left unaddressed, could impact this.

500+
properties at risk of flooding in the West End ward in a 1:30 year event

50%
chance of temperatures exceeding 40°C in the next 12 years

50%+
of residents in the St. James ward and over a third of residents in West End ward cite heavy traffic and poor air quality as "a problem"

50% decrease
in the total number of inward investment projects in the city from 2019 to 2024

2%
of the street is green compared to London's 21% average - making it more vulnerable to heat and rainfall

Where has it worked to date?

Times Square and Herald Square, New York

Improvements resulted in:

- 84% more people stopping to dwell in the space in peak periods

Source: Broadway Report, 2010



Baker Street two-way, London

Improvements resulted in:

- Footfall uplift: 28%, with peaks up to 84%
- Reduced vehicle speeds by 25–30%

Source: Living Streets 2024: Baker Street Case Study



Bond Street, London

Improvements resulted in:

- Footfall uplift: 33%

Source: Savills Impacts October 2024

The Masterplan

The Masterplan proposes **10 Transformative Moves** across Regent Street, Haymarket and Picadilly Circus:

1. All Souls Place

A reimagined setting for All Souls Church, providing space for visitors and locals alike.

2. Oxford Circus

Working with the Mayor of London to reimagine this iconic space as the gateway to two world renowned streets.

3. Regent Street

Transforming Regent Street public realm into a world-class exemplar to ensure its ongoing prosperity for future generations.

4. The Quadrant

Embracing John Nash's bold architectural curve to make a unique destination linking Regent Street and Piccadilly Circus.

5. Piccadilly Circus

Reclaiming space from vehicles to enable public life to thrive in this world-famous setting.

6. Haymarket

A reconfigured and vibrant streetscape for people, theatres and culture.

7. Regent Street St James's

A traffic-free streetscape with scope to become one of London's most exciting new destinations.

8. Waterloo Place

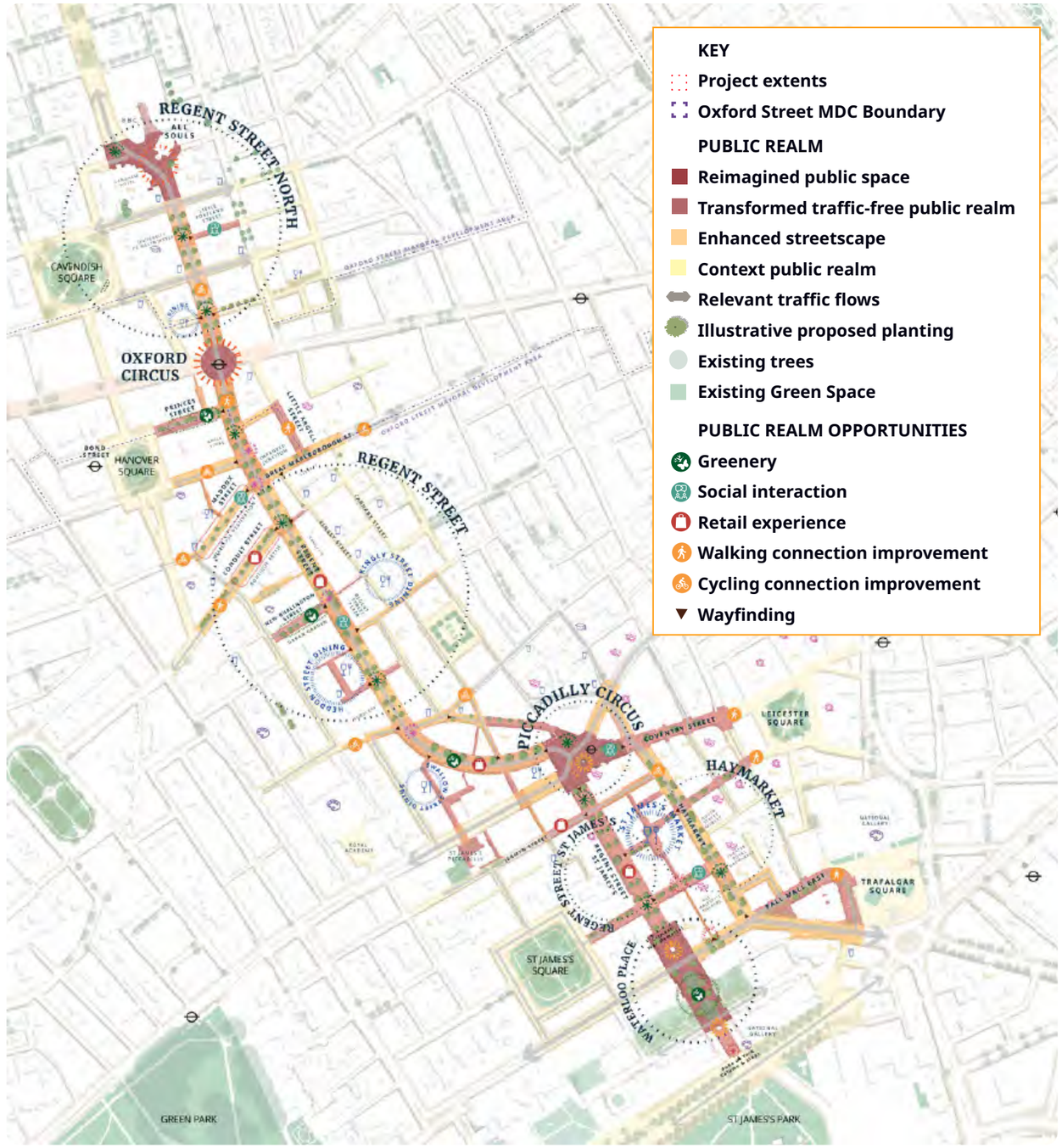
A major new public space for London, creating much needed space for community and events.

9. Pall Mall East

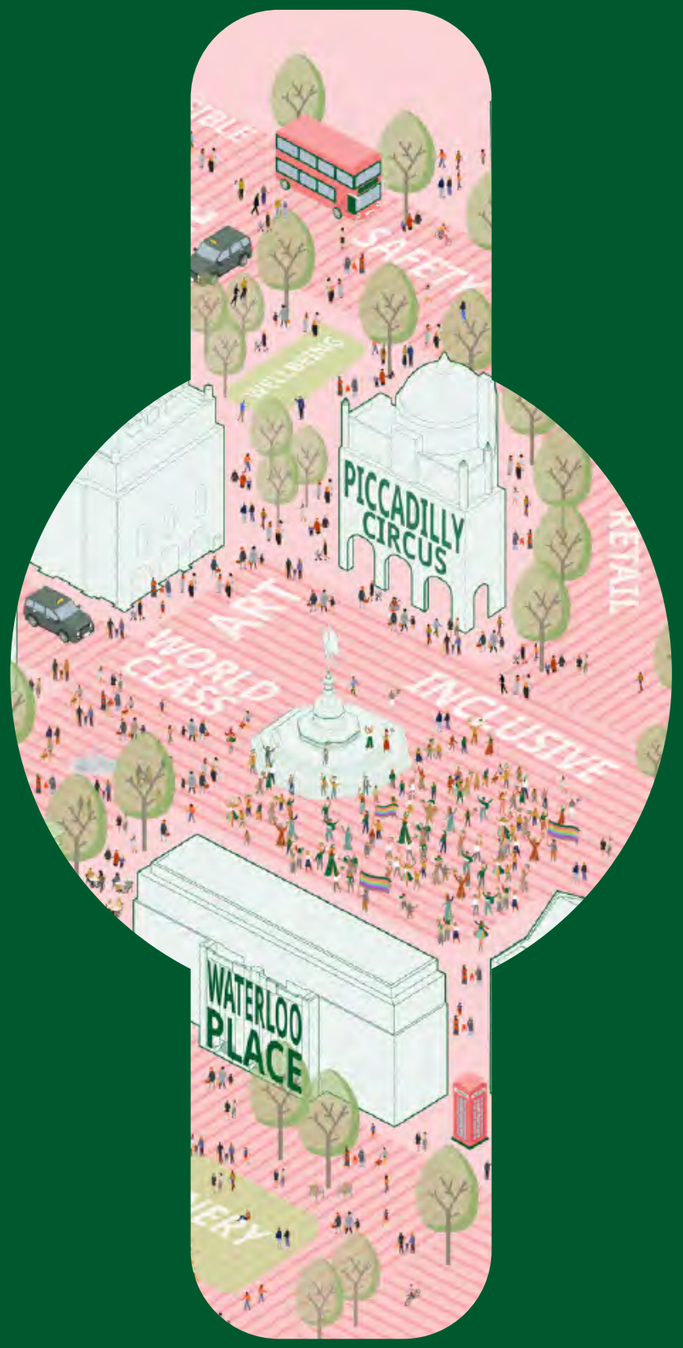
More space around Trafalgar Square and strengthened connections to and from this major destination.

10. Side Streets

Unlocking the value of side streets to provide inviting places to rest and connect. The extent of delivery will be explored at the next design stage.



2 Executive summary



2. Executive summary

Westminster City Council and The Crown Estate have set out with a clear ambition: to place community voices at the heart of this project from the very beginning.

Meaningful and inclusive engagement is not just part of the process – it underpins the project itself. By starting the conversation early, before progressing and finalising designs, we can ensure public input meaningfully influences the project, shaping a vision that works for everyone.

What we did

To guide and advise the project, an Advisory Panel was established in January 2025 made up of residents, Business Improvement Districts (BIDs), landowners, community representatives, and individuals with a wide range of lived experiences.

Prior to public engagement commencing, the panel played a pivotal role in developing the masterplan and movement strategy, offering valuable insights and ensuring diverse perspectives were considered. The panel also played a key role in shaping the public engagement programme and materials. Moving forward, they will continue to advise, shape, challenge, and advocate for the proposals as they progress.

We held 17 stakeholder briefings for groups with specific knowledge, direct lived experience, or decision-making responsibilities, to invite feedback, deepen our understanding of complex issues, test ideas and identify opportunities or concerns that might not have emerged through the public engagement alone.

In summer 2025, our focus was to gather feedback on the masterplan and movement strategy for the transformation of Regent Street, Haymarket and Piccadilly Circus.

Between 3 July and 10 August 2025, we undertook a comprehensive public engagement process, hearing from nearly 3,500 people through our online survey and 1,500 people across 31 events.

To ensure outcomes were inclusive and shaped by a wide range of communities and lived experiences, we ran an extensive programme of events across Westminster, including:

- Community vision workshops – open, facilitated sessions with the design team present to capture feedback on the proposals
- Walkabout with women and girls – facilitated site walk which provided space for women and girls to ask questions, share experiences and exchange ideas, particularly in terms of personal safety
- Inclusive design assessment – facilitated site visit which explored existing challenges with people with a range of disabilities
- Pop-up sessions – mobile information hubs at locations in and around Regent Street, Haymarket and Piccadilly Circus and across Westminster
- Drop-in days – an engagement hub in a shop on Vigo Street which provided an accessible space for visitors to learn about the proposals
- In-person and online briefings and workshops – tailored sessions with key stakeholders and user groups who provided feedback on operational requirements of the design
- Cycling workshop – captured feedback on how the design can accommodate cycling
- School workshop sessions – two sessions a Westminster primary schools to understand the priorities of young people



Executive summary

What we heard

Across the engagement there was broad agreement with the key ambitions and overall proposals, particularly around less traffic and improving the pedestrian experience.

Traffic was the main reason for respondents agreeing and disagreeing with the proposals overall.

Each area within the masterplan was analysed, providing useful insights into where people agreed with the proposals, and where they may need further refinement.

Key insights about individual proposals included:

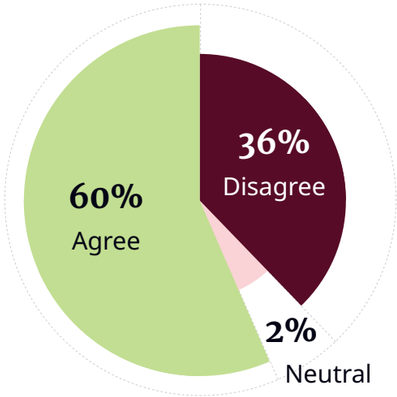
- Respondents were most positive about proposals for Piccadilly Circus, with 62% agreeing with them.
- 60% of respondents agree with the proposals for a single lane of traffic on Regent Street from All Souls to Piccadilly Circus.
- 60% of respondents agree with the proposals for Waterloo Place, with cyclists being most likely to agree.
- Whilst proposals for Haymarket had the lowest level of agreement at 55%, they also had the lowest level of disagreement at 34% and highest level of neutrality (9%).
- The proposals for Regent Street from All Souls Church to Piccadilly Circus - cycle lanes and the proposals for Regent Street St. James's both had the highest levels of disagreement at 39%.

How we're responding and next steps

Following comprehensive review and consideration of the insights gathered during public engagement, several consistent themes have emerged. We have analysed this feedback in detail to better understand where there are opportunities to further improve the proposals and where concerns may need to be further explored or mitigated against during the next stage of design. Our response to this key feedback, and the actions we're taking, is detailed in Section 6: How we're responding.

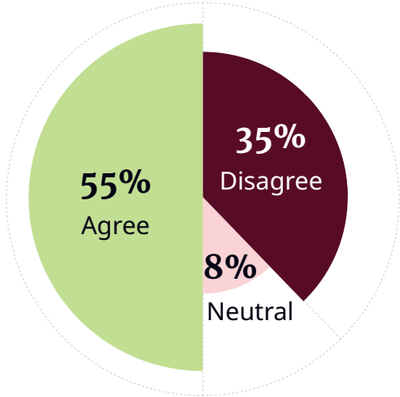
Public consultation on the final proposals will take place in summer 2026.

Overall proposals

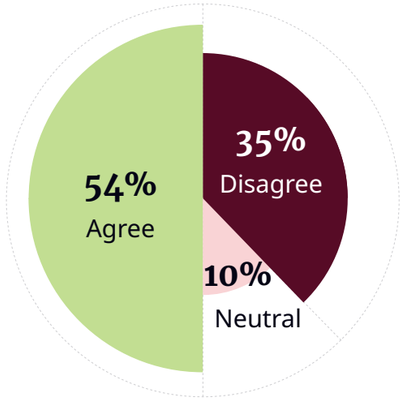


Key ambitions

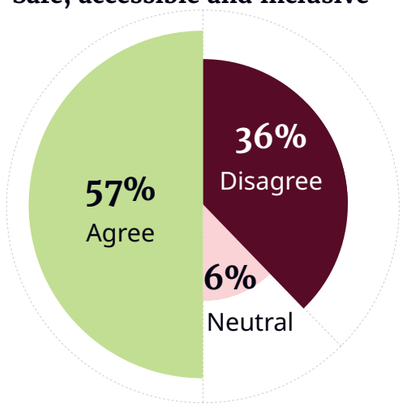
Green and sustainable



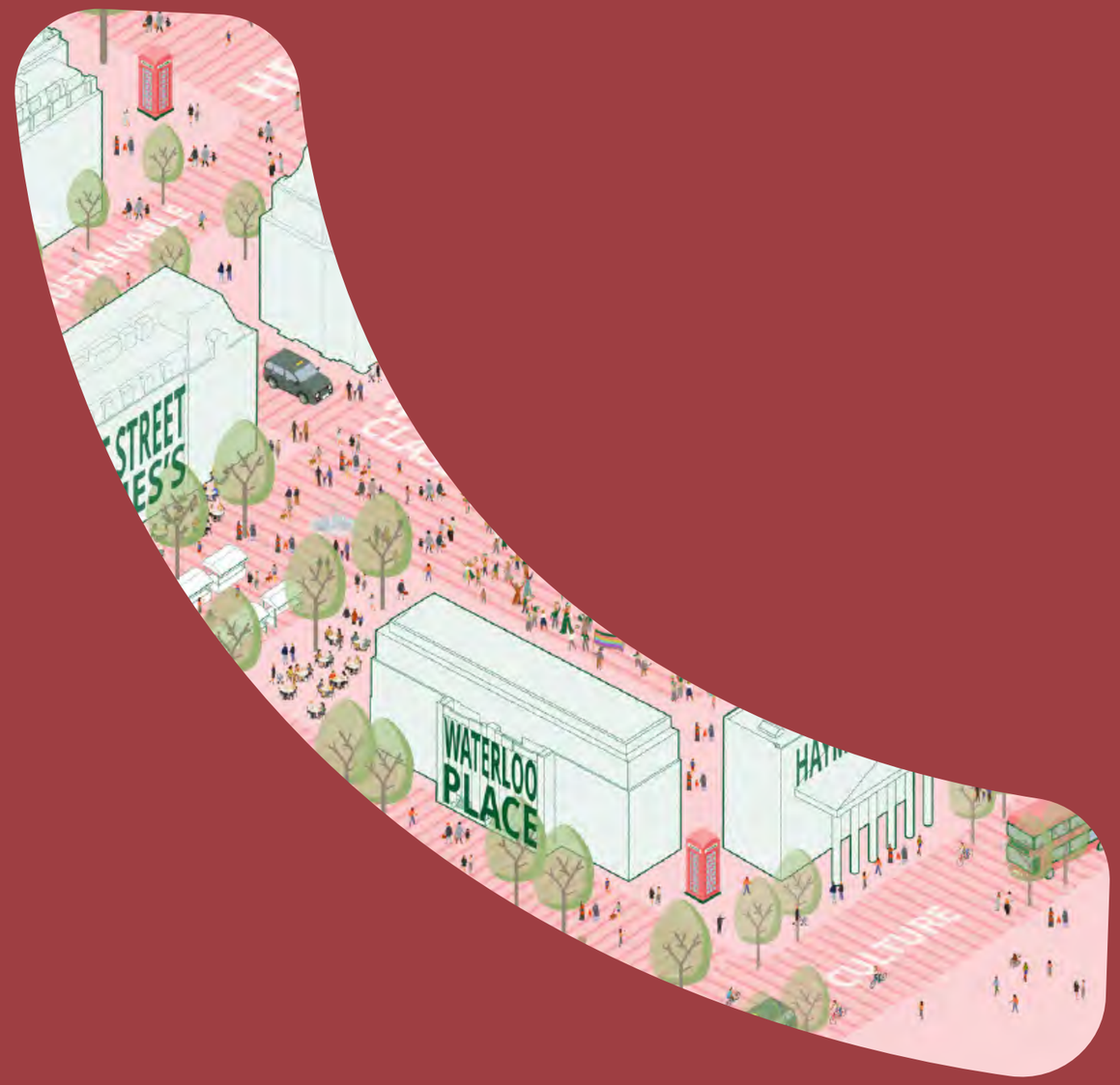
World-class destination



Safe, accessible and inclusive



3 What we did



3.1 Advisory Panel

The Advisory Panel is a group of strategic and community representatives who are actively helping to advise, shape, challenge and endorse the design proposals as they progress.

The anel brings together representatives from local resident groups, landowners, Business Improvement Districts (BIDs) and transport campaign organisations, alongside people with diverse lived experiences. Representatives were identified through a stakeholder mapping exercise and recruitment was completed in January 2025.

The Advisory Panel's purpose is to inform and advise on key decisions throughout the project. While it is not a decision-making body, the group plays a crucial role in understanding and balancing the needs and priorities of a diverse range of stakeholders, to help inform and provide constructive challenge as the project progresses. At these sessions, the panel have tested ideas and driven meaningful discussions about how we can bring to life what the wider community told us in the 2023 vision engagement.

The panel met monthly during the development of the masterplan and movement strategy, with each session dedicated to exploring key themes:

- **Place:** How we can create a distinct sense of place for different locations within the scheme's boundaries?
- **Traffic movement:** What are the potential options and opportunities for traffic movement?
- **Masterplan:** What are the opportunities and concerns regarding the emerging masterplan proposals?
- **Public engagement:** What does good looks like for public engagement and how we can continue to improve this?

These discussions helped guide the development of the masterplan and movement strategy, which which were shared for feedback as part of this public engagement programme in summer 2025.

The Advisory Panel will continue to meet regularly to build on the public's feedback and help inform the development of concept designs, ahead of a final public consultation in summer 2026.

Resident and community groups

St James's Conservation Trust
Soho Society
Marylebone Association
Resident Society Mayfair and St James's

Transport groups

Licensed Taxi Driver's Association
Westminster Cycling Campaign
Living Streets

Business Improvement Districts (BIDs)

Heart of London Business Alliance (HOLBA)
New West End Company (NWEC)

Landowners

Shaftesbury Capital
Land Securities
Criterion Capital

Inclusive design advisors

Provide feedback on inclusive design based on lived experience

3.2 Targeted briefings and engagement

This phase of engagement was designed to ensure that groups with specific knowledge, direct lived experience, or decision-making powers, had the opportunity to understand and meaningfully contribute to the public engagement process. These targeted conversations were critical for deepening our understanding of complex issues, testing ideas, and identifying opportunities or concerns that might not emerge through broader public engagement. The sessions enabled us to iterate the design so we were presenting the public with a well-informed masterplan that was both ambitious and deliverable. By engaging directly with people on topics most relevant to them, we were able to gather nuanced insights that helped shape and strengthen the overall direction of the project.

Greater London Authority

Alignment with Oxford Street pedestrianisation project and wider plans for London

London Fire Brigade

Addressing questions and strategic update on project priorities

London Ambulance Service

Addressing questions and strategic update on project priorities

London Met Police

Addressing questions and strategic update on project priorities

Transport for London

Alignment with wider transport network and policy

LTDA – Licensed Taxi Drivers' Association

Addressing taxi drivers' questions and understanding operational requirements

London and Westminster Cycling Campaign

Cycling advocacy groups' recommendations

Resident groups and neighbourhood forums (Soho Society, Mayfair & St James's Association, St James's Conservation Trust)

Addressing local residents' questions and developing a further understanding of key concerns and requirements

Historic England

Feeding back on proposals' potential impact on historic site and protected views

Land Securities, Shaftesbury Capital, Criterion Capital and Howard de Walden

Alignment with major local landowners' plans and operational requirements

Heart of London Business Alliance

Alignment with businesses on and around Piccadilly Circus, Haymarket and Regent Street St James's and understanding operational requirements

New West End Company

Alignment with businesses on and around Regent Street and understanding operational requirements

University of Westminster

Higher education institution with campuses within the scheme area – focusing on students' requirements and opportunities for involving student membership in the project

3.3 Communications campaign

An effective communications campaign was essential to raising awareness of the engagement process and encouraging broad participation across the community. As Regent Street, Haymarket and Piccadilly Circus is a commercial, cultural and historical hub on a global scale, it was important that we gained feedback from as many people who use these spaces as possible. By using a range of channels including social media, newsletters, and local media we aimed to reach people where they are, provide clear and accessible information, and drive engagement to encourage as many people as possible to attend events and respond to the survey. This communications effort played a key role in building visibility, trust, and momentum, helping to ensure the engagement was inclusive, well-supported and achieved high levels of reach, impressions and activity.

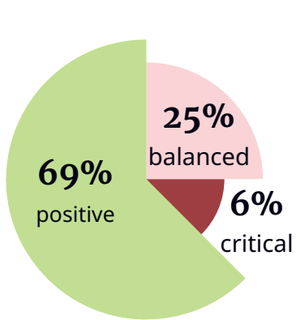
Digital

- Commonplace news post to existing subscribers
- **9** posts from influential social media accounts
- **133,224** people saw our social media ads
- **2,610** clicks through four Westminster external newsletters

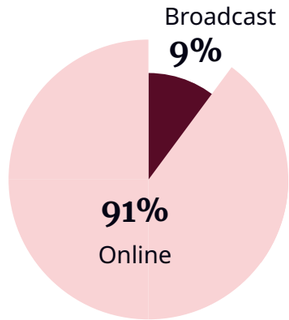
Physical

- We delivered **7,850** leaflets to local residents in Westminster wards where we saw low response rates to the survey.
- **3,000** leaflets were distributed across events.
- **60** on-street lamppost signs with a QR code link to the Commonplace site were placed around the local area.
- Exhibition boards were on display at our pop-ups and at our Vigo street hub.

Media coverage



Sentiment



Coverage by format



Coverage by type

- **32** notable pieces, **7m+** combined reach

3.4 Public engagement

The public engagement that took place between 3 July 2025 and 10 August 2025 provided a direct opportunity for all members of the public to share their views, experiences of the space, and aspirations for its future. The purpose of this engagement was to enable people to find out more about the emerging masterplan and movement proposals, share their feedback, and help us shape the next stages of the design process.

Westminster City Council and The Crown Estate aimed to reach a broad and representative cross-section of communities, creating multiple opportunities for people to participate in ways that suited them. This was achieved through a combination of an online survey and a wide range of in-person events. While the survey allowed us to reach a wide audience and gather structured, quantitative feedback, in-person events created space for deeper dialogue, enabling community members to ask questions, share experiences, and exchange ideas.

This public engagement was essential for gathering input from individuals and key groups, identifying common themes and drawing on people's lived experiences of these spaces to ensure we develop proposals which truly reflect the voices of those who live, work, and interact with the area.



3.5 Online survey

The primary method used to collect feedback during public engagement was an online survey, as this allowed us to hear from a wide range of people, particularly those who were unable to attend in person events. We received a total 3,470 responses to the survey.

The purpose of the online survey was to gather feedback from a wide range of perspectives on the emerging masterplan and movement strategy. We encouraged people who live and work in or visit Regent Street, Haymarket and Piccadilly Circus to have their say on the proposals between Thursday 3 July 2025 and Sunday 10 August 2025.

The survey was hosted on Westminster City Council's Commonplace, a widely used public participation platform that also served as a hub for information about the project. This approach ensured people who completed the survey could learn about the proposals and provide feedback in one accessible space.

Before completing the survey, respondents were presented with the masterplan and illustrations of the individual proposals. The survey asked people to share information about who they are, their personal connection to the area and their travel habits. The survey then explored the masterplan and movement strategy's key proposals and asked people to share their sentiment towards these.

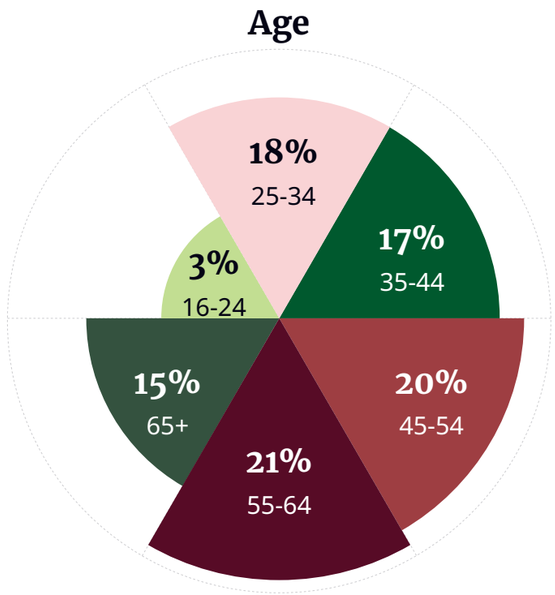
The survey also asked people whether they believe these proposals will help bring our ambitions to life. Those who agreed or disagreed with the overall proposals were asked a follow up question to explain why they agreed or disagreed, and space at the end of the survey was provided to share additional free-text feedback. By combining closed-ended questions e.g. yes/no, rating scales, and open-ended questions, we were able to collect quantitative and qualitative data capturing overall sentiment towards the scheme, and some reasons behind those feelings.

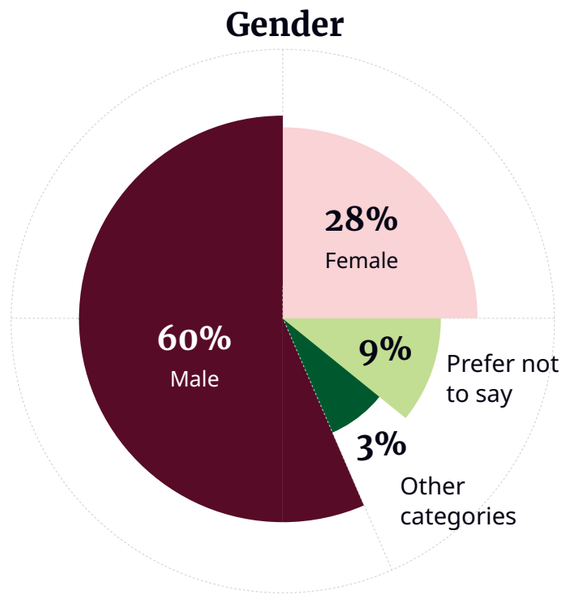
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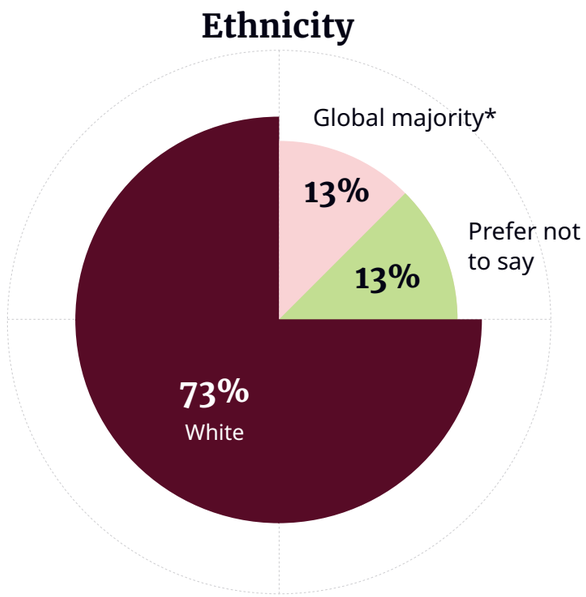
To understand who we reached through the survey, and whether responses were representative, we asked demographic questions to find out more about the survey's respondents. Through these questions we found that:

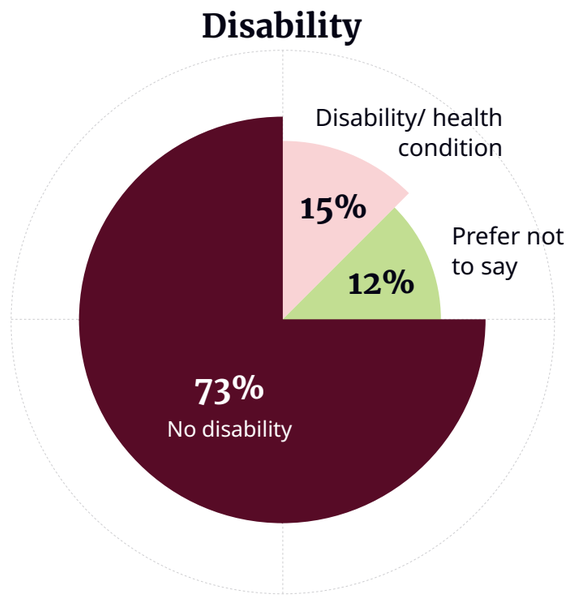
- Respondent demographics leaned towards men, those who are white, aged 45-64, working and non-disabled.
- Nearly half of the respondents were Londoners and 7% were visitors from the UK or abroad.
- More than 80% of respondents visit the area at least every month, with over 40% visiting multiple times a week.

We used demographic data as a tool throughout engagement to help us identify which demographic groups were underrepresented and tailor our approach through targeted outreach.





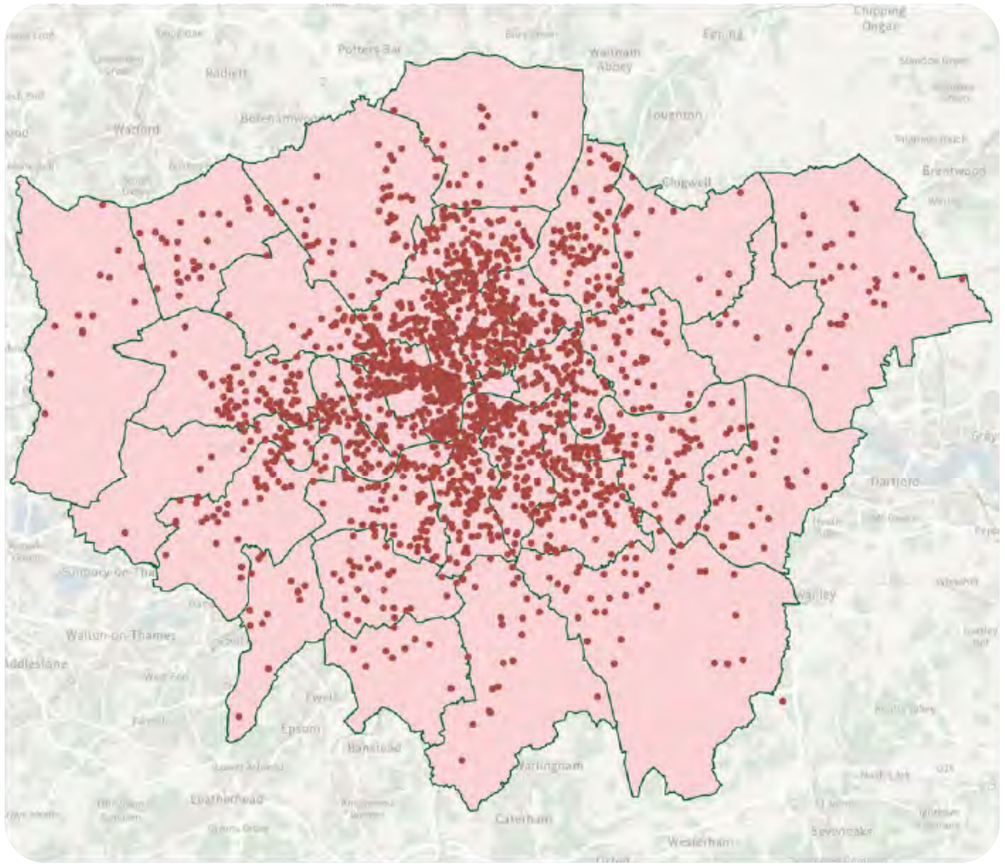




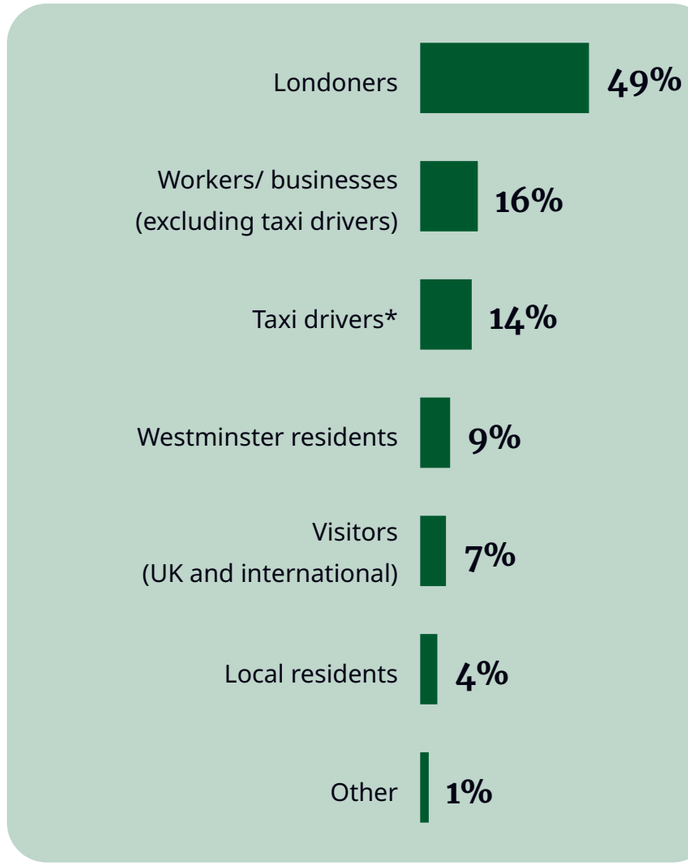
*Global majority is a term for people who are not white, who collectively make up the majority of the world's population.

Online survey

Geographic spread of London respondents

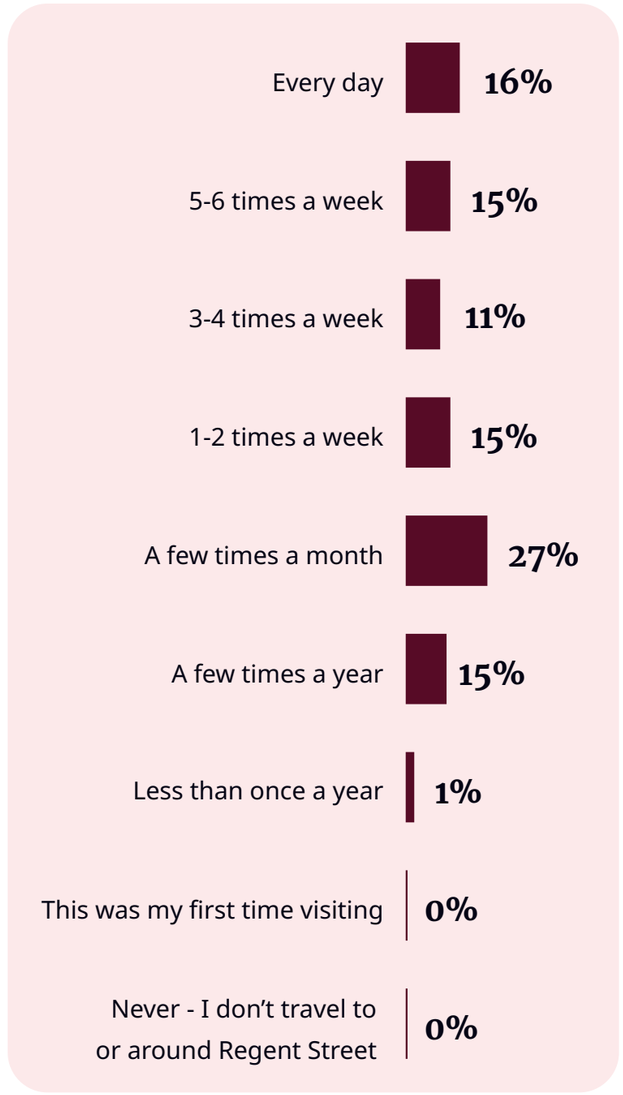


Connection to Regent Street, Haymarket and Piccadilly Circus



*More information on how potential taxi drivers were identified in data can be found in p. 60, Appendix 1: Methodology

Frequency of visit



3.6 Events

Across the 34 events, we interacted with nearly 1,500 people and received over 600 feedback comments.

Our events were designed to reach a wide range of people by taking place in locations that were convenient and accessible. Alongside these open sessions, we also facilitated focussed discussions with key groups to draw on their lived experiences and hear directly from those with a specific interest. This combination ensured feedback reflected not only the broader community, but also those with key insights and valuable lived experience.

We asked people we interacted with at events about their connection to the area. This helped us understand which groups we were reaching and assess where we could adapt our engagement approach.

School workshop sessions



Cycling workshop



In person and online briefings for key stakeholders



Pop-up sessions at locations around Regent Street, Haymarket and Picadilly circus and the wider borough



Community vision workshop



School workshop sessions



Site visits with local residents, women and girls, and people with a range of disabilities



Drop-in sessions at our Regent street hub



Events

Community vision workshops

5 workshops

48 participants

We held open sessions with people who live and work in or visit Regent Street, Haymarket and Piccadilly Circus to capture their ideas on the proposals. The workshops were facilitated sessions with the design team present, and were a space for open dialogue, encouraging attendees to contribute their perspectives.



Inclusive design assesment

1 session

19 participants

We explored the existing challenges of these streets and spaces through an on-site assessment with disabled people representing a range of different impairments.

We conducted a site visit of the scheme area with participants, stopping at key points of interest to ask questions about the challenges of the existing public realm and how the streets and spaces of Regent Street, Haymarket and Piccadilly Circus can be designed accessibly. The questions were based on the following categories:

- Accessibility and inclusive design
- Navigation, wayfinding and movement
- Community, belonging and use of space

Attendees took part in a debrief workshop where we discussed their experiences in further detail and asked them to tell us their one biggest ask for redesigned public spaces.

In-person and online briefings and workshops

3 workshops

22 participants

We held a number of tailored sessions with key stakeholder representatives including local businesses and organisations, transport and movement groups, and landowners. These sessions were focused on operational requirements and provided an opportunity to test design ideas with specific user groups, ensuring designs are informed by practical insights.

Events

Women and girls walkabout

1 session

27 participants

We led a facilitated site walk of the scheme area to provide space for women and girls to ask questions, share experiences, and exchange ideas, which helped us gain a deeper understanding of how their unique experience of Regent Street, Haymarket and Piccadilly Circus can be improved, particularly in terms of personal safety.

Participants were guided on one of two walking routes of the scheme area, stopping at key points of interest to ask them how the experiences of women and girls can be better considered in the design of streets and spaces. We asked a variety of prompt questions about their experience of the public realm and captured their comments. The questions were based on the following categories:

- Nighttime safety and perception
- Navigation, wayfinding and movement
- Accessibility and inclusive design
- Community, belonging and use of space

At the end of the walk, we used a map-based exercise to explore attendees' suggestions for designing women-and-girl-friendly spaces in more detail.

School workshops

2 workshops

55 participants

We held sessions with pupils at two Westminster primary schools to understand young people's priorities and how they want to see Regent Street, Haymarket and Piccadilly Circus shaped in the future.

Sessions were delivered with pupils at All Souls Primary School (class of year 6 students) and St Peter's Primary School (class of year 4 students). At the sessions, the students were tasked with designing spaces that met a set of key objectives: to be world-class destinations, green and sustainable, accessible, safe, and inclusive.



Community walkabouts

3 sessions

8 participants

We led site walks around Regent Street, Haymarket and Piccadilly Circus with members of the community. This allowed us to get a better understanding of the challenges and opportunities for streets and spaces.

Participants were guided on a route of the scheme area and asked questions with a focus on pedestrian experience.

Events

Virtual cycling workshop

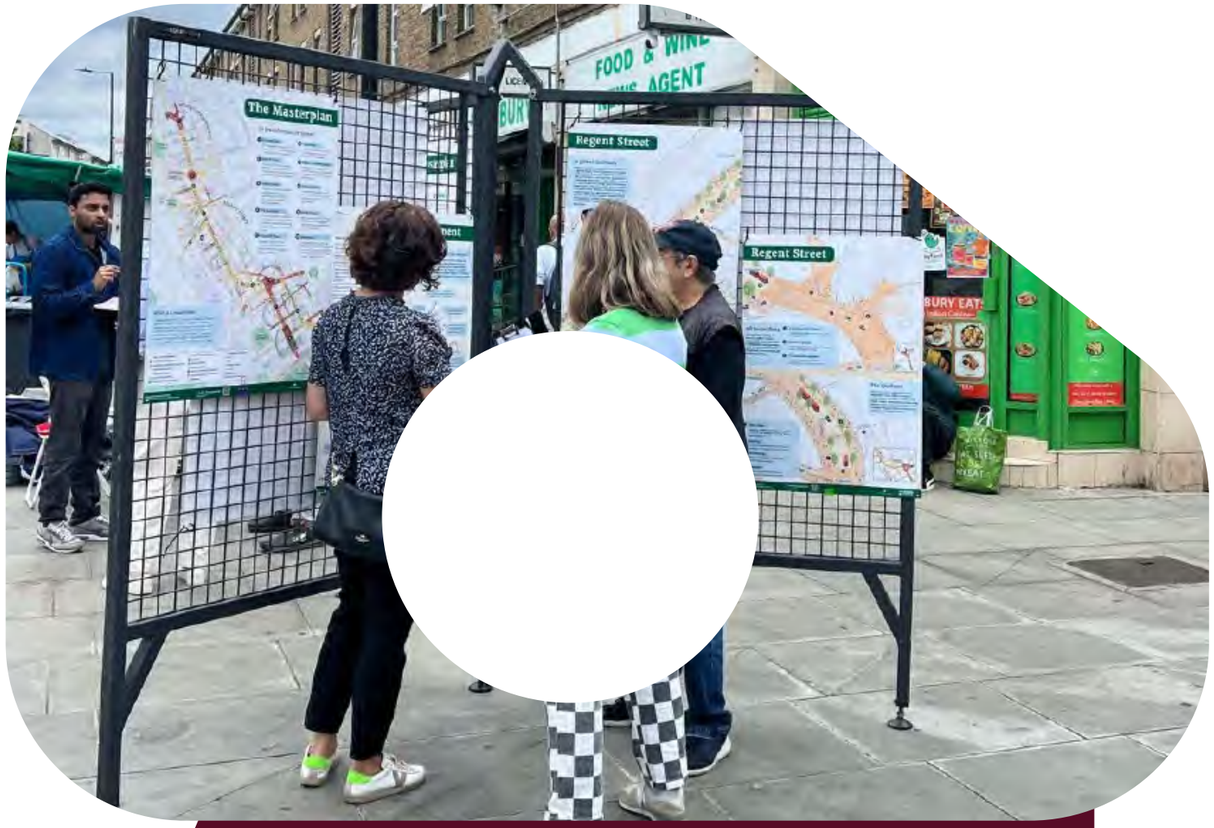
1 workshop

11 participants

We held an online workshop to capture feedback on how we can design streets and spaces to better accommodate cycling.

We delivered a short presentation on the masterplan and movement strategy proposals, with a focus on how cycling might work in a redesigned Regent Street, Haymarket and Piccadilly Circus. Attendees, which included local cyclists and representatives of cycling advocacy and accessibility groups, shared their feedback on the cycling proposals and were able to ask the design team questions directly.

Following the session, we held a workshop with representatives of London and Westminster Cycling Campaign and Wheels for Wellbeing to discuss the cycling proposals in further detail and capture their guidance on developing cycle-friendly streets.



Drop-in days

6 sessions

224 participants

We set up an engagement hub in a ground floor shop on Vigo Street, providing an accessible space for everyone to learn about the proposals. During these sessions we spoke with attendees, collected their feedback, and encouraged them to share their views through the online survey. The drop-in days also offered an opportunity for key stakeholders to ask specific questions to the project team, ensuring detailed insights and expert perspectives were captured alongside wider public input.

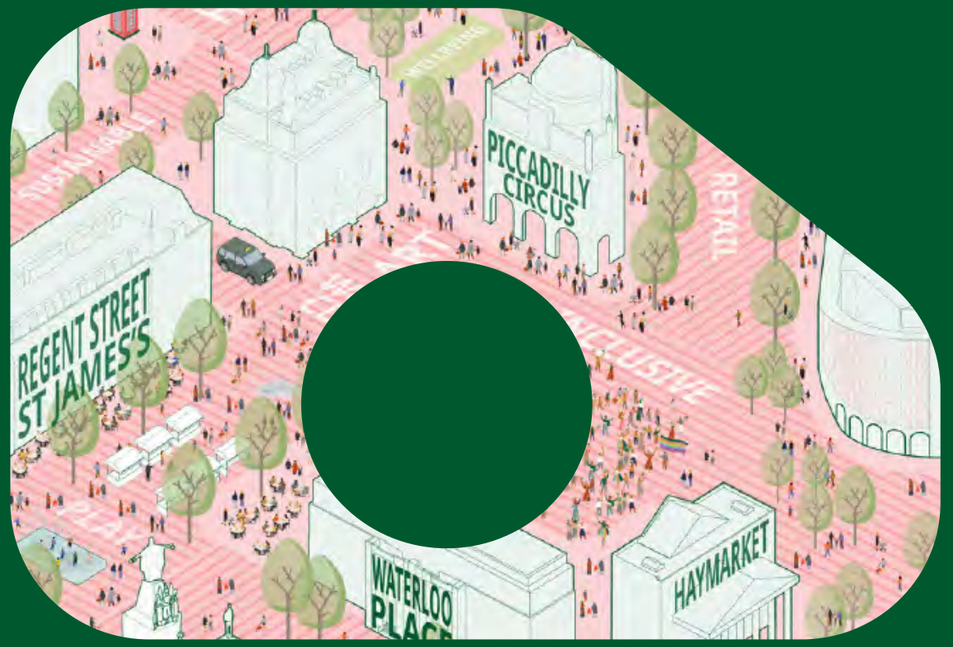
Pop-up sessions

7 sessions

1016 participants

We set up mobile information hubs for a day across different locations within Westminster to raise awareness of the proposals and encourage people to have their say. The pop-ups were designed to reach people in their communities, in areas of high footfall and community use. We encouraged people to complete the survey and captured additional comments they had. Pop-ups were located at: Tachbrook Street Market, Piccadilly Circus, Greenside Community Centre, Church Street Market, Berwick Street Market, Regent Street St James's, and Fitzrovia Fete

4 What we heard

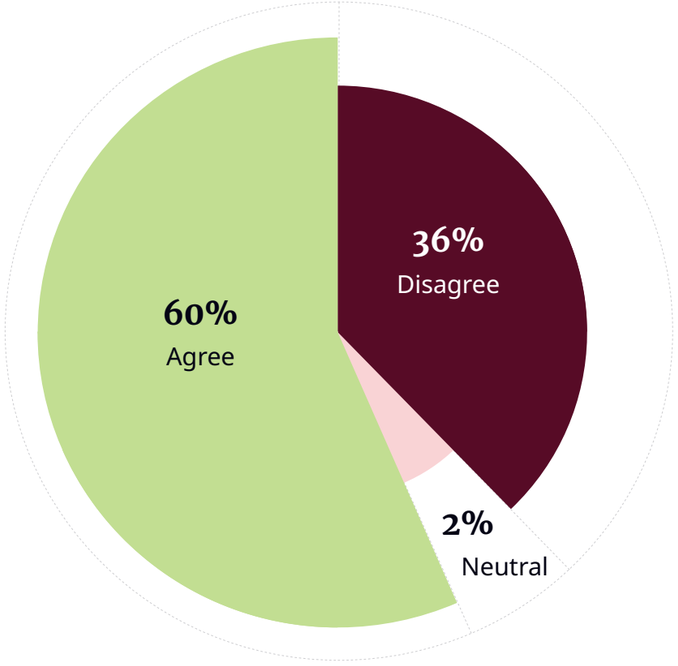


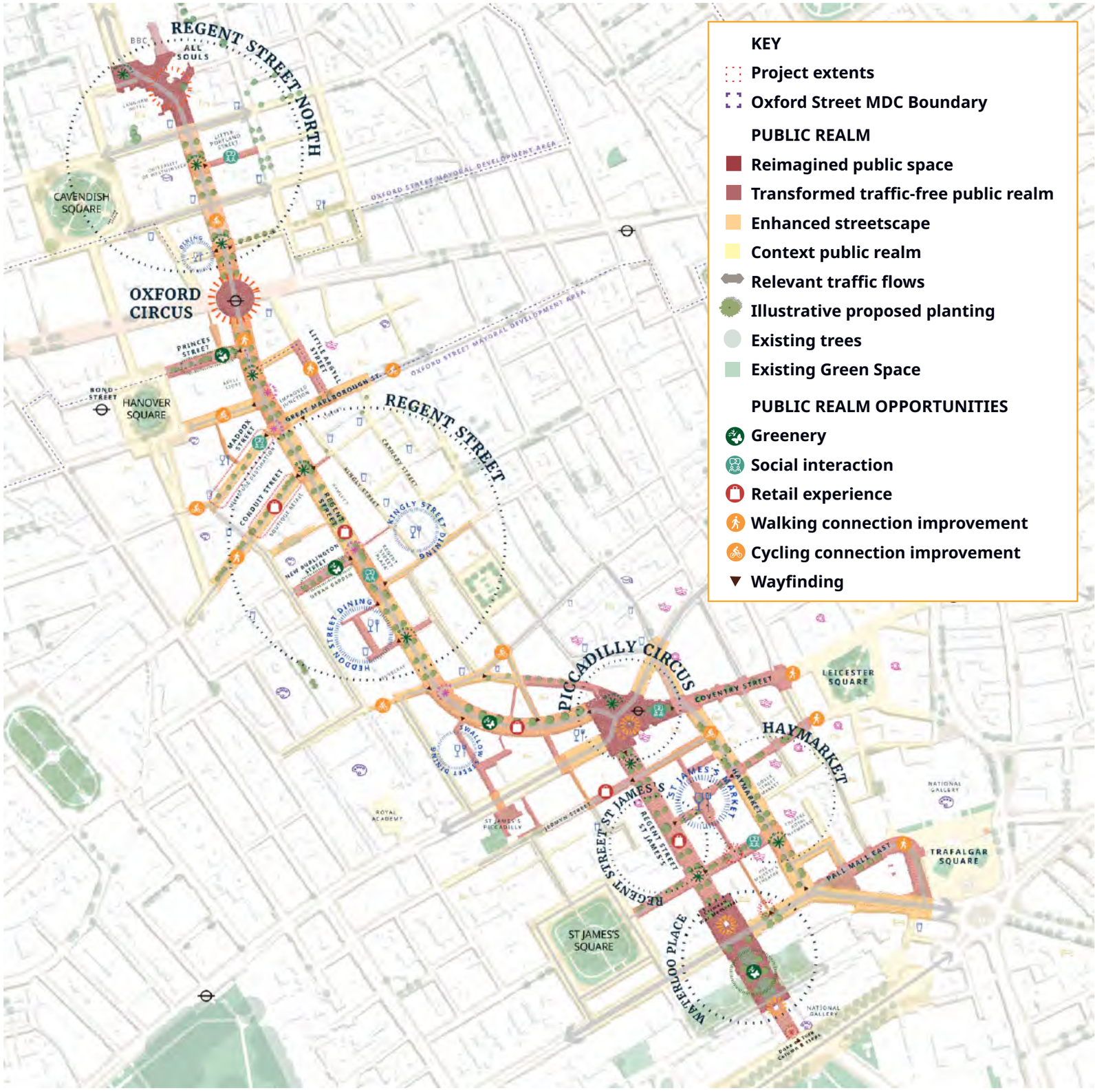
4.1 Overall proposals

The survey results showed respondents were broadly in agreement with the proposals with 60% agreeing with them overall. This matches the trend for individual proposals within the masterplan.

Key insights based on sentiment towards the overall proposals and by respondent type or demographic, is included on the following page.

Overall proposals





4.2 Overall proposals

Agree

Cyclists

Strongly in favour of all the proposals (87%), particularly compared to those who are **non-cyclists.**

Younger people (aged 16-34)

Significantly more positive about the proposals (83%) than other age groups.

Londoners and visitors

Londoners (77%) and visitors (78%) are **more likely to agree** with proposals compared with local and Westminster residents, workers, and taxi drivers

Women

More likely than men to agree with proposals (70% vs 63%).

Westminster Residents

Broadly in favour of all proposals (62%). More likely to agree with proposals overall than local residents.

Local workers

Workers (excluding taxi drivers) are broadly positive about proposals overall (59%) and more likely to agree with the local residents (48%)

Neutral

Local residents

Generally split across **all the proposals.** 48% of the local residents agreed with the proposals and 49% disagreed.

Respondents with a disability / health condition

Generally spilt on the proposals with 52% agreeing and 45% disagreeing.

Disagree

Taxi drivers

Strongly against all the proposals (98%).

Men

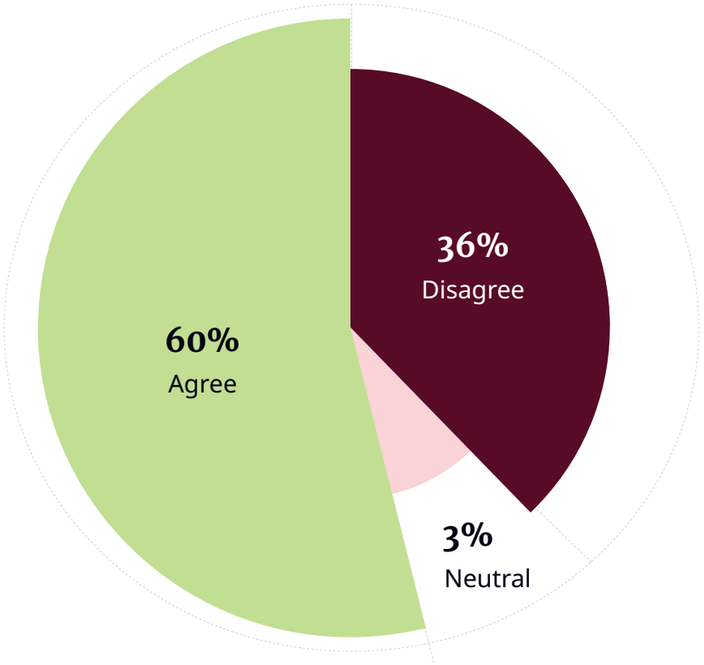
More likely to disagree with the proposals than women (35% vs 27%).

Global majority

More likely than White respondents to **disagree** with all the proposals (58% vs 68%). However, agreement for both is still in the majority.

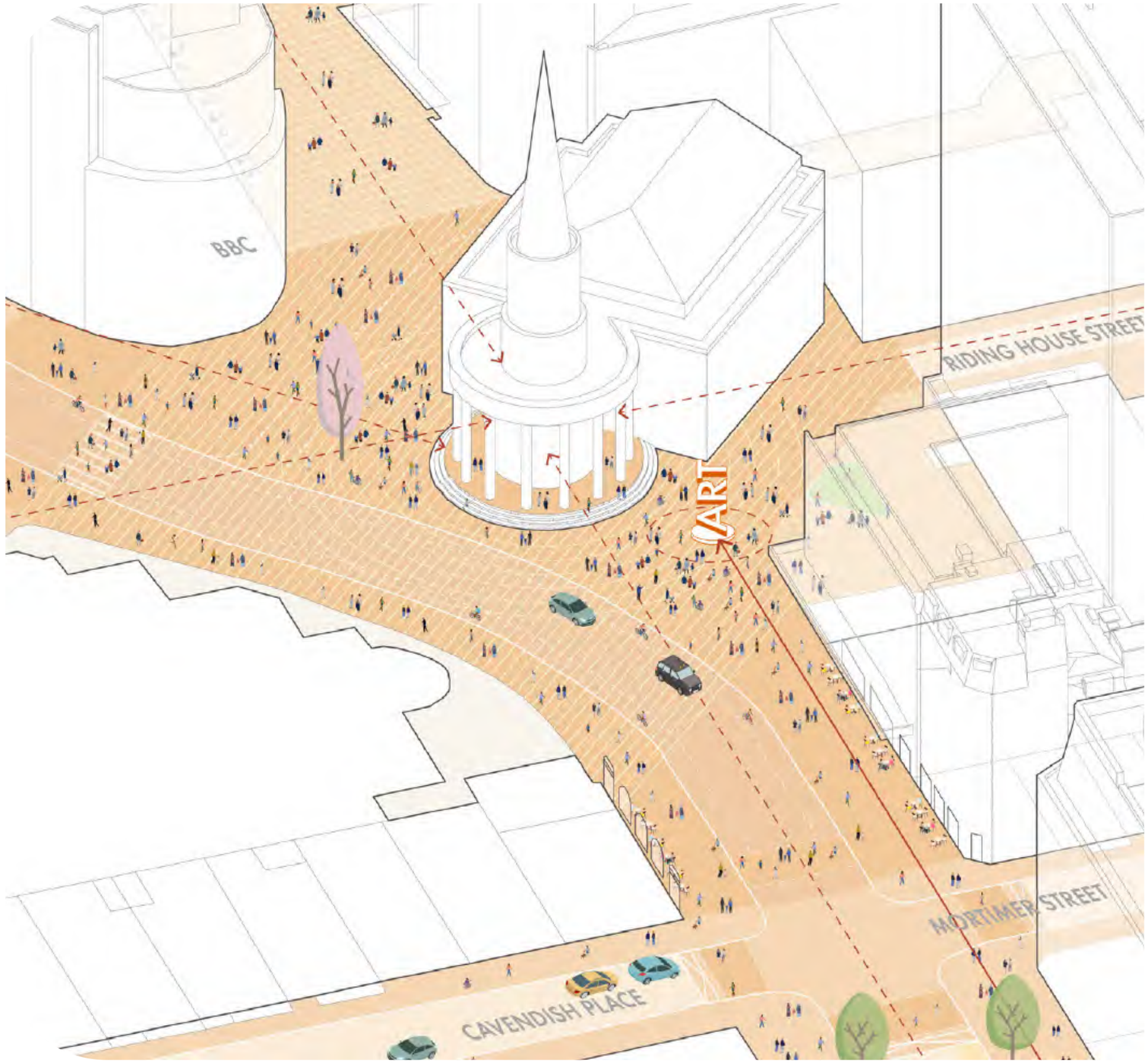


Proposal: Regent Street from All Souls Place to Piccadilly Circus – single lane of traffic

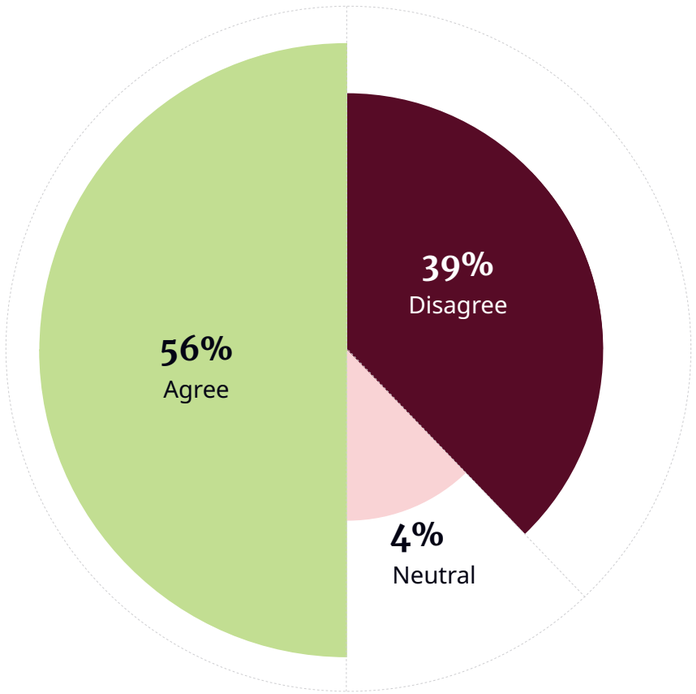


Respondents were asked "The proposals for Regent Street from All Souls Place to Piccadilly Circus include keeping a single lane of traffic in each direction and improving public spaces, for instance wider pavements, more seating and greening. Overall, to what extent do you agree or disagree with the proposals to change Regent Street and its side streets in this way?"

60% agreed with the proposals and 36% disagreed, with Westminster residents and local residents more likely to disagree than Londoners (36% and 35% respectively compared to 22% for Londoners).

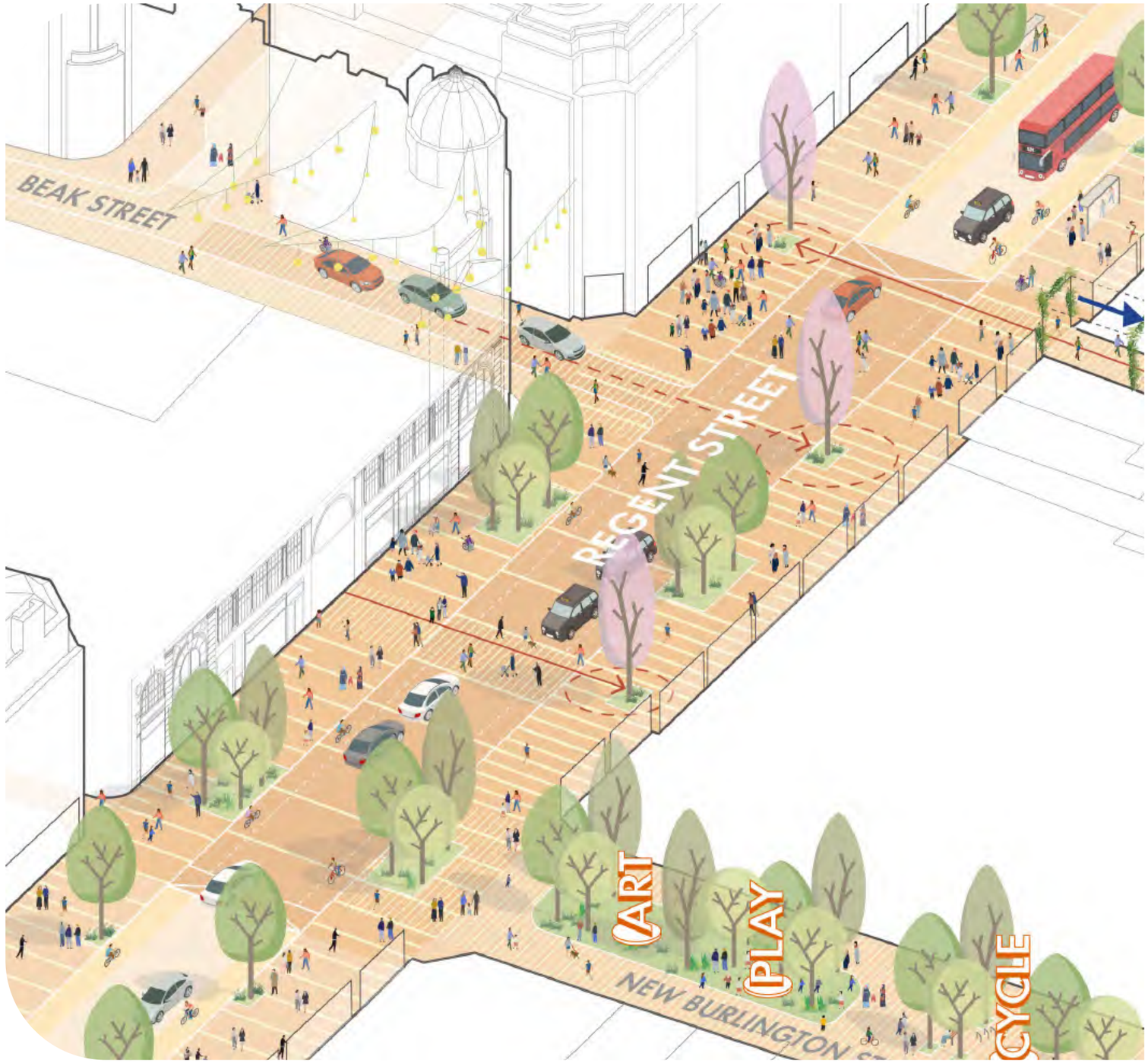


Proposal: Regent Street from All Souls Place to Piccadilly Circus including changing cycle lanes

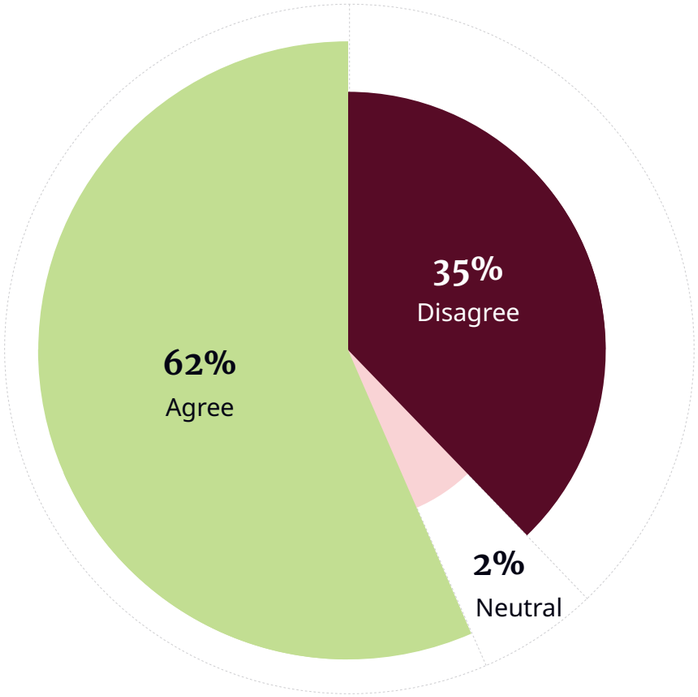


Respondents were asked "The proposals for Regent Street from All Souls Church to Piccadilly Circus include changing the cycle lanes to have wider and continuous cycling lanes and different surfacing. Overall, to what extent do you agree or disagree with the proposals to change Regent Street in this way?"

Taxi drivers (97%) and global majority respondents (42% vs 33% of white respondents) were more likely to disagree, whilst local residents are split on this proposal with 47% agreeing and 46% disagreeing.



Proposal: Piccadilly Circus with more space for pedestrians

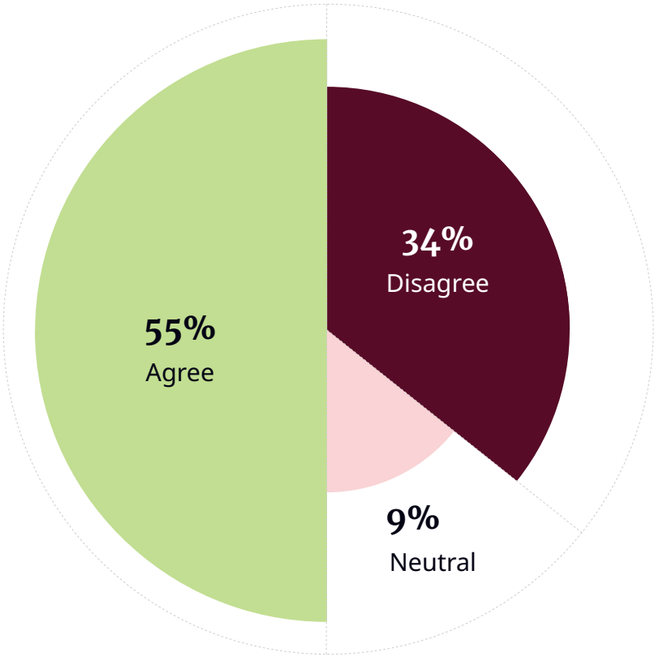


Respondents were asked "Overall, to what extent do you agree or disagree with the proposals to change public space on Piccadilly Circus to create more space for pedestrians by simplifying and improving the traffic movements?"

Respondents were most positive about the proposals for Piccadilly Circus, with 62% agreeing with them. Those most likely to agree with the proposals were cyclists (86%), younger respondents aged 16 to 34 (84%), Londoners (78%) and visitors (78%).



Proposal: Haymarket one-way traffic to two-way traffic

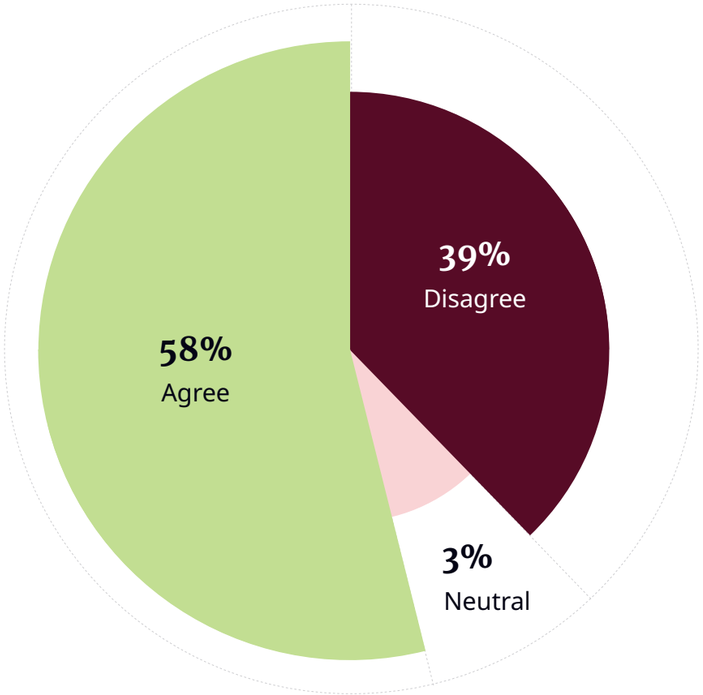


Respondents were asked “Overall, to what extent do you agree or disagree with the proposals to change Haymarket from one-way vehicle traffic to two-way vehicle traffic to increase public space across the area?”

Whilst proposals for Haymarket had the lowest level of agreement (55% of respondents), they also had the lowest level of disagreement (34% of respondents). These proposals had the highest level of respondents indicating they feel neutral about these proposed changes (9% of respondents). Local residents were split on the proposals for Haymarket, with 46% agreeing and 41% disagreeing.

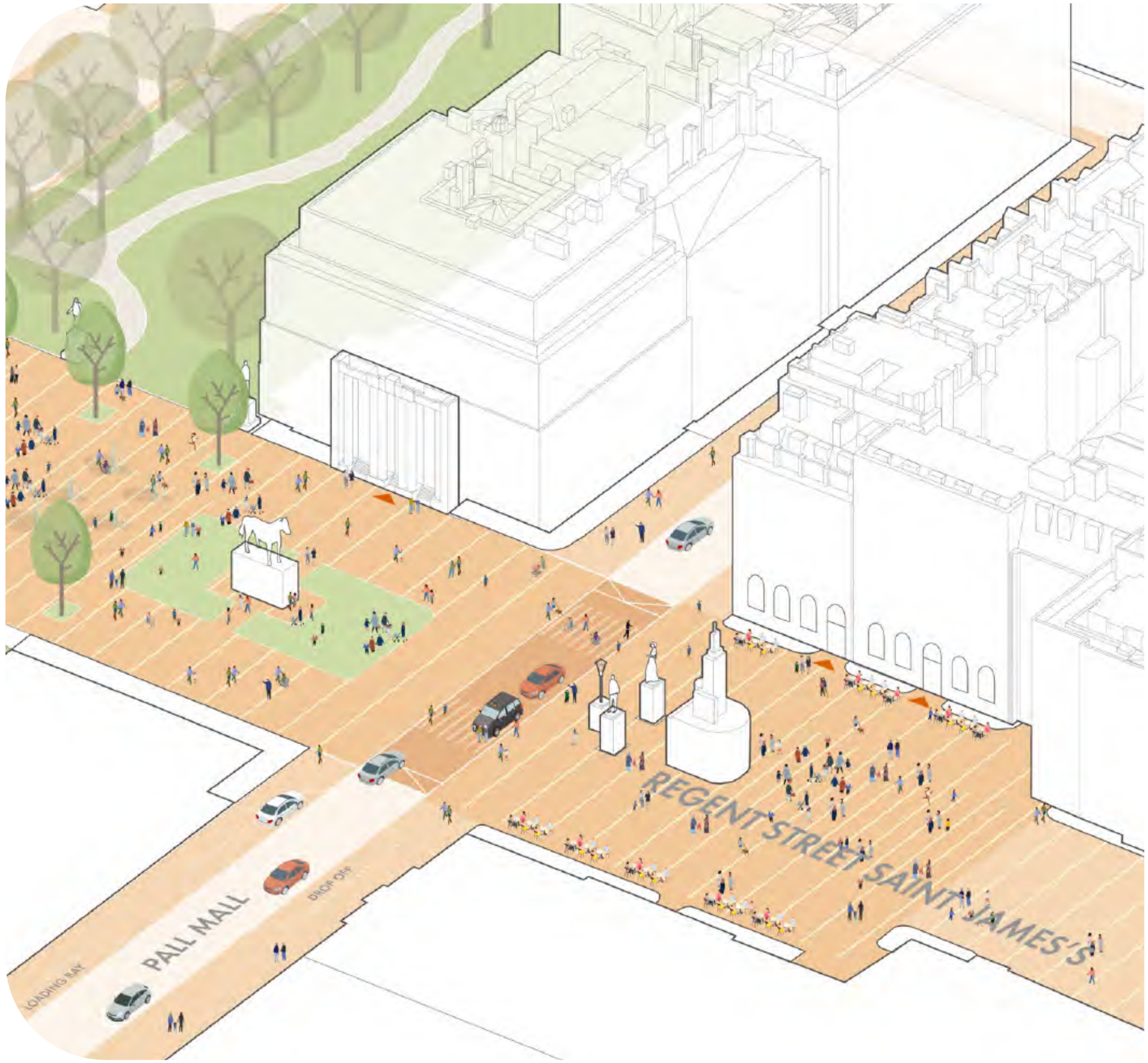


Proposal: Regent Street St James's to be traffic-free

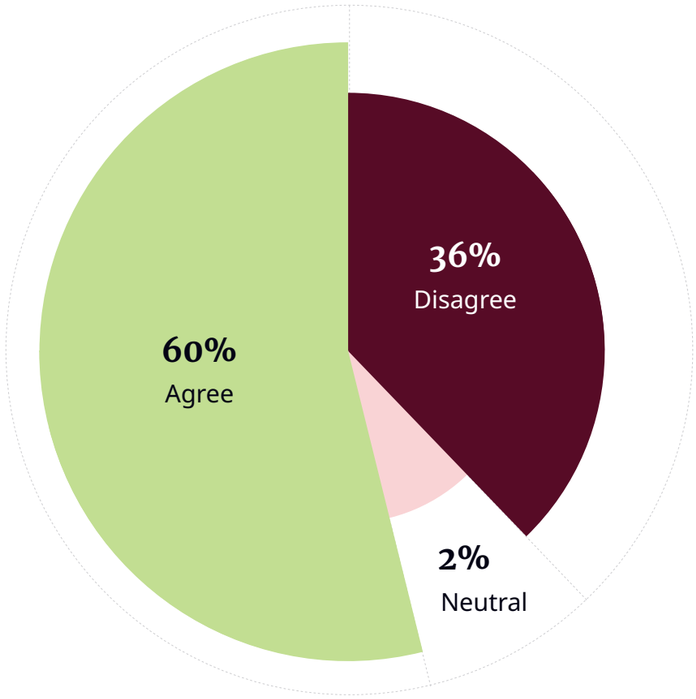


Respondents were asked "Overall, to what extent do you agree or disagree with the proposals to change Regent Street St James's to be traffic-free, with timed access restrictions for servicing and delivery vehicles, to create more space for people?"

Along with the cycle lane proposals for Regent Street from All Souls Church to Piccadilly Circus, proposals for Regent Street St James's to be traffic-free has the highest level of disagreement (39% of respondents). Local residents were more likely to disagree (52%) than agree, alongside taxi drivers (99%) and men (36%).

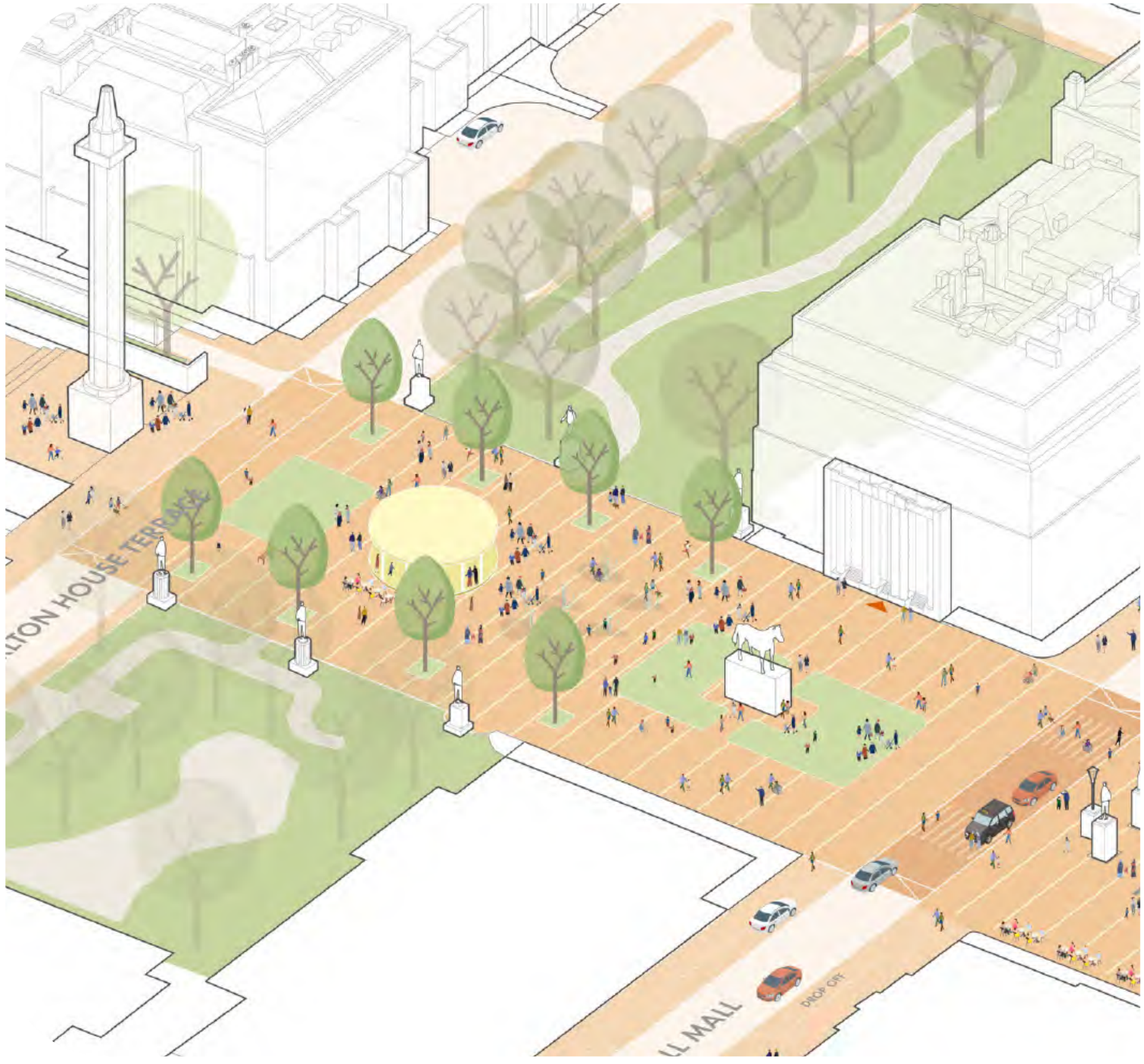


Proposal: Waterloo Place to be a new public space



Respondents were asked “Overall, to what extent do you agree or disagree with the proposals to change Waterloo Place to be a new public space for events and greening, with timed access restrictions for servicing and delivery vehicles?”

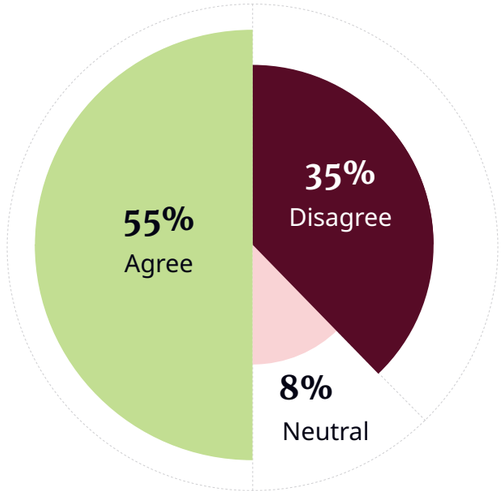
60% agreed with the proposals for Waterloo Place, with cyclists being the most likely to agree (87%).



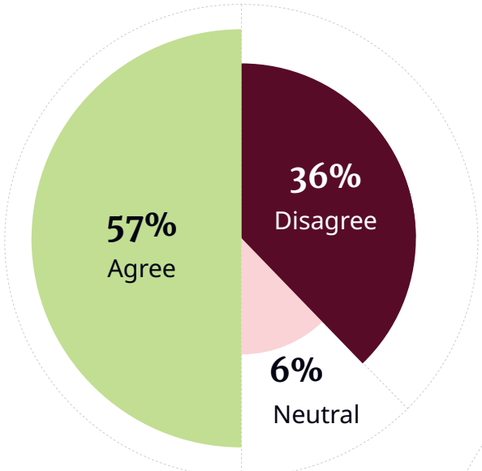
Our key ambitions

When asked whether the proposals delivered the key ambitions, over half of respondents agreed they would.

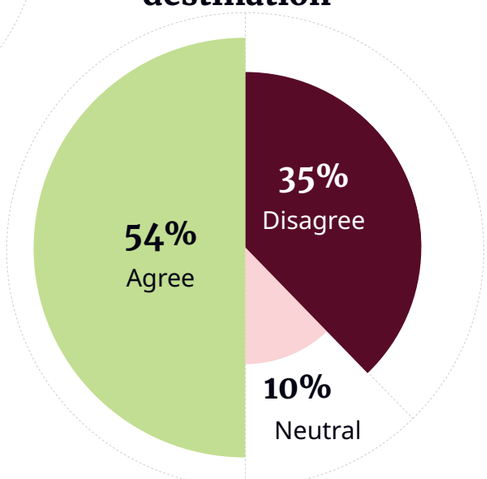
Green and sustainable



Safe, accessible and inclusive

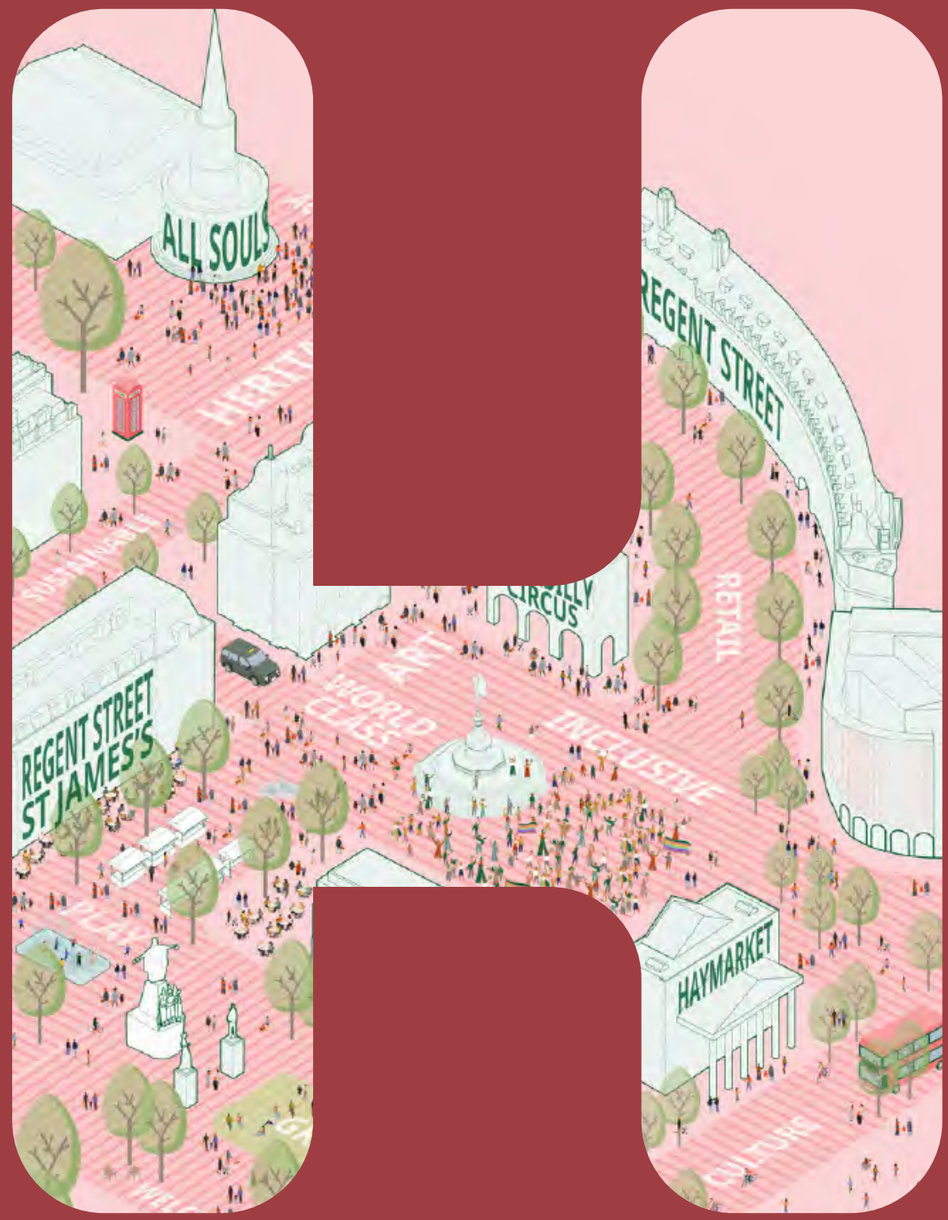


World-class destination





5 Key insights



5.1 Key insights

This section provides in-depth analysis of feedback from across the engagement programme, including events, meetings, formal submissions and the survey. The insights gathered are critical to helping us shape the designs in a way that addresses concerns raised by stakeholders and builds upon the opportunities identified by people who live, work in and visit the area.

There were 623 pieces of feedback captured across all events, most of these were neutral design suggestions, rather than positive or negative in sentiment. There were 3,470 survey responses, including 1,775 comments from those who agreed and 1,157 from those who disagreed. All 'mention' counts in the key themes section are based on these totals.

All comments were coded across 13 core themes, with sub-themes being identified. A single comment could be coded to multiple core themes and sub-themes. A detailed breakdown of how the data was analysed can be found on page 60, Appendix 1: Methodology.

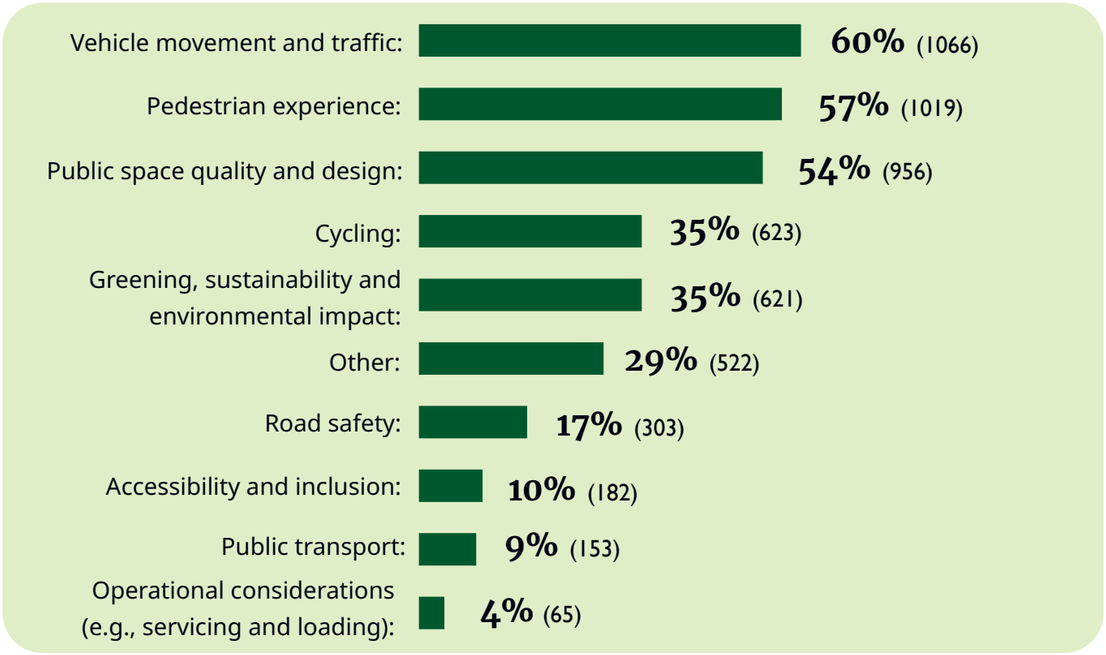
The charts in this section show the top themes for agreement and disagreement with the proposals.

Where figures are shown for a theme, these refer to the number of mentions of that theme in open-ended survey questions.

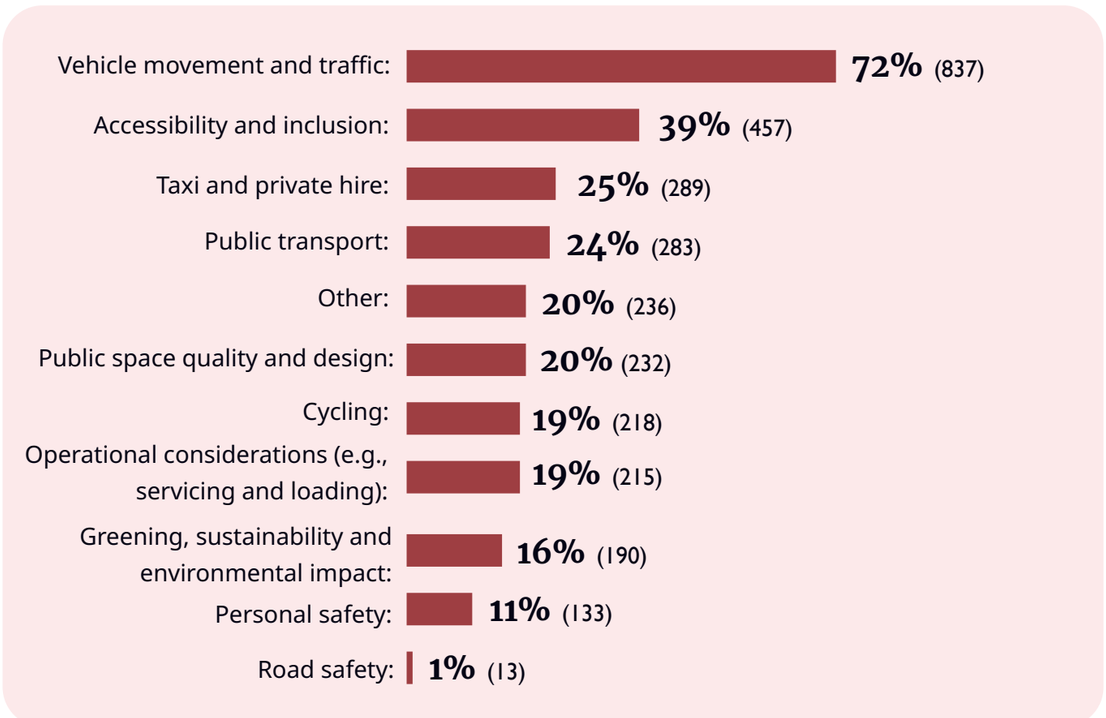
Those who selected "other" in agreement of the overall proposals mentioned they could make the area better for shops, better for residents, and more enjoyable.

Those who selected "other" in disagreement mentioned it being a waste of money and having too much focus on tourists.

Survey: Agreement themes



Survey: Disgreement themes



5.2 Vehicle movement and traffic

Vehicle movement and traffic was the most common theme emerging throughout public engagement (**1903 mentions**). Sentiment towards the overall proposals was largely dependent on perceptions of traffic, as this was the top reason for both agreeing and disagreeing with the proposals.

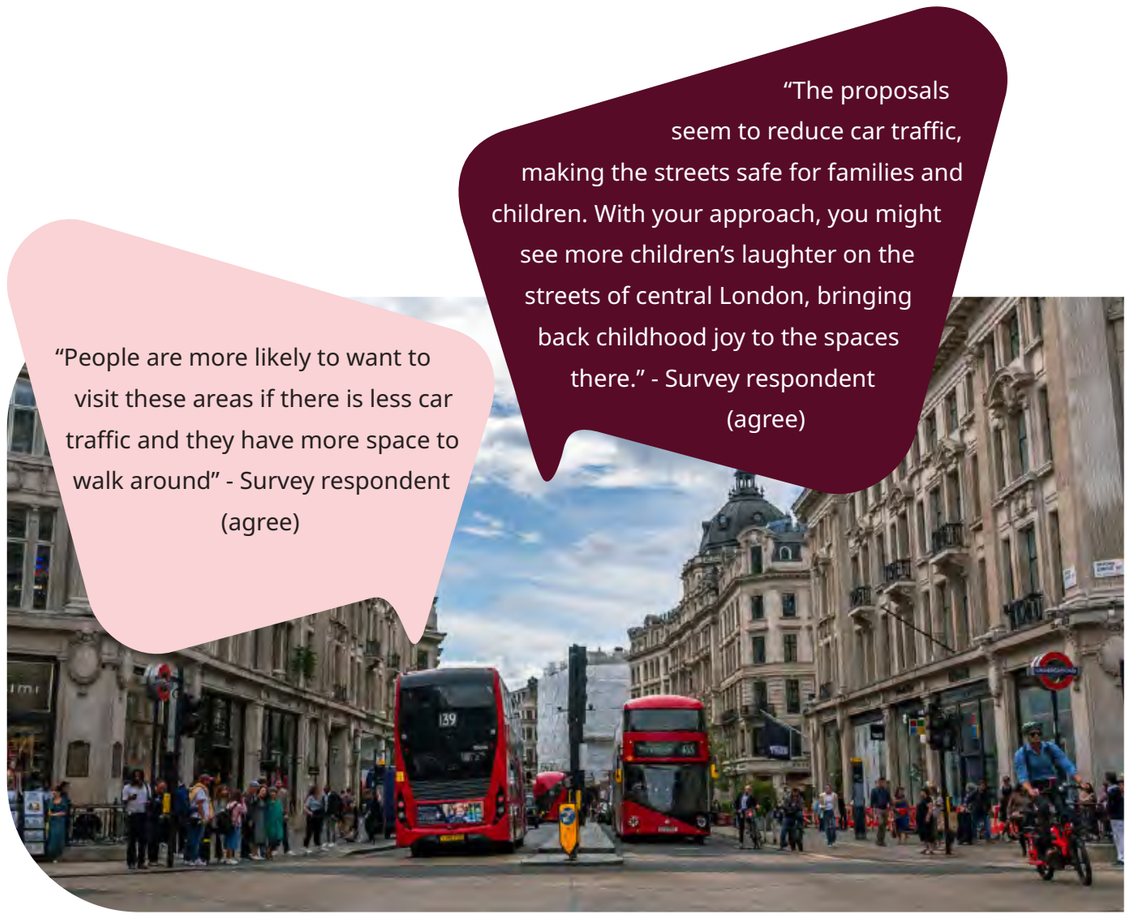
1066 respondents mentioned **less traffic or fewer cars** as a key reason for **agreeing** with the proposals. Many of those respondents associated this with **more space for public use** (435 mentions), making it safer to walk and cycle (180 mentions) and **better air quality/less pollution** (109 mentions). Those who agreed with **proposals wanted to maintain bus access** (133 mentions).

Local residents who agreed with the proposals were significantly more likely to mention 'less traffic' (73%) than visitors (47%) and Westminster residents (53%). More space for public use was mentioned by 37% of local residents respondents who agreed with the proposals.

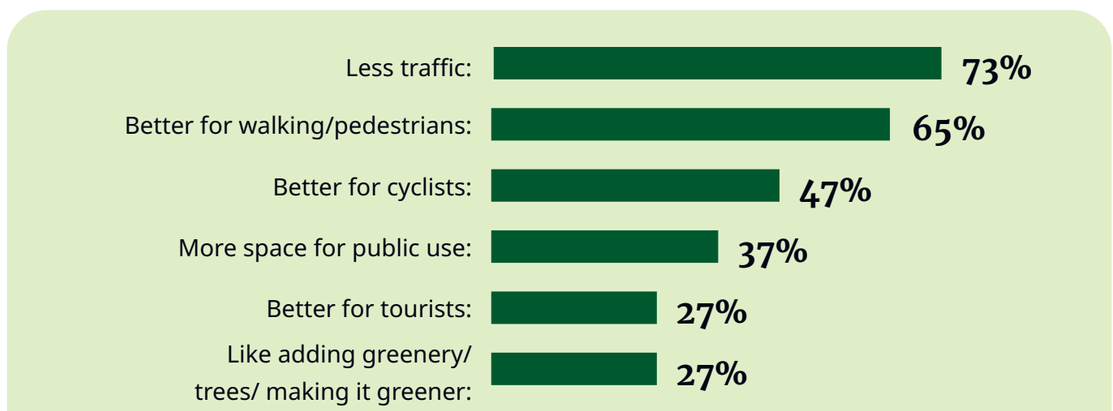
Among those in agreement with the overall proposals, there was some suggestion the proposals don't go far enough to reduce traffic and this is further explored in Section 5.3: Pedestrian experience.

Through the events and formal stakeholder submissions some business owners and managers expressed **concerns over delivery and servicing access**, as well as **impacts on customer access** potentially harming businesses including retailers, restaurants, hotels and theatres. Those who agreed with proposals mentioned the need to ensure deliveries can be maintained (**65 mentions**). Specific considerations included:

- Maintaining vehicle access to premises for operational requirements like waste collections and stock deliveries. This included Denman Street, which a major landowner raised as a key access point, and Jermyn Street, which requires servicing and drop-off access.
- It is felt Waterloo Place is the only safe space for coach drop-off, particularly for tourist services and retaining this pick-up and drop-off will ensure it continues operating as a world-class destination.
- The owner of a market stall at the Berwick Street pop-up felt potential congestion could make things difficult for them and other small businesses due to increased journey times for deliveries, which are already thought to be too long.



Local residents' reasons for agreeing with overall proposals*



**Based on 62 responses from local residents who agreed with the overall proposals. Respondents answers often covered more than one topic and therefore are coded into multiple themes.*

Vehicle movement and traffic

837 respondents referred to vehicle movement and traffic as a reason for disagreeing with the overall proposals.

Of these comments, the most frequently mentioned reason for disagreeing was **concerns over traffic being caused/moved to other places** (651 mentions). The key concern among respondents was the perception that congestion is already severe across the area, and proposals could make it worse, particularly around junctions at Piccadilly Circus, including Shaftesbury Avenue and Great Windmill Street (which was also perceived to be too narrow for two-way traffic), as well as Haymarket and Pall Mall.

13 of the 21 formal responses from key stakeholders also referenced concerns about traffic displacement, with several requesting to review traffic modelling to give reassurance on the impact displaced traffic could have on the wider road network would be manageable.

The Licenced Taxi Drivers Association shared concerns an increase in traffic could potentially displace traffic "across more than 30 additional roads" and Soho Business Alliance suggested changes to traffic around Piccadilly Circus "may result in pushing traffic into Soho in order to avoid queues on Regent Street and Piccadilly, or to avoid being pushed onto Shaftesbury Avenue."

In sharing sentiment about traffic displacement, many stakeholders referenced the cumulative impact of schemes within close proximity including changes to Oxford Street and in Holborn. This was shared by members of the public at events and 80 mentions of Oxford Street were raised by those who disagreed within the survey.

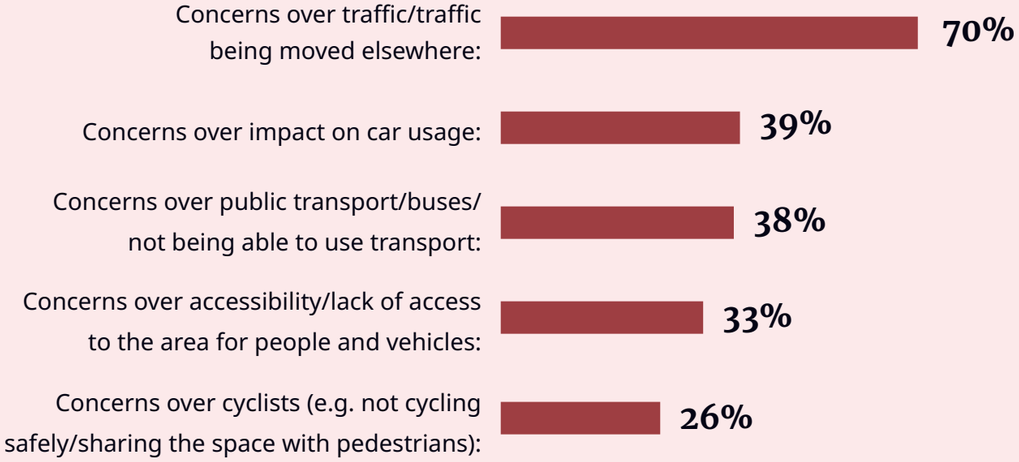
'Concerns over traffic' was the most common reason for disabled respondents who disagreed with the proposals, although they were less likely to mention this than non-disabled people (48% vs 63%). Feedback on the proposals from the lived experience of disabled people will be explored in more detail in section 5.7 which explores feedback on accessibility and inclusion.

70% of local residents mentioned concerns over traffic displacement as a key reason for disagreeing with the proposals. At events and through formal stakeholder submissions, residents shared concerns traffic will be displaced to narrow and residential side streets in surrounding areas including Soho, Mayfair, and Covent Garden and that this could:

- Increase journey times
- Increase volumes of buses and tour buses on local streets
- Impact access, logistics and journey times for deliveries: a concern shared by 11% of residents respondents who, while agreeing with the overall proposals, mentioned deliveries should still be allowed, the highest mentions compared with other respondent types.

"The displacement of traffic from the major road arteries into narrow streets creates a 'canyon effect', intensifying noise and air pollution and impacting public health."
– Marylebone Association (disagree)

Local residents' reasons for disagreeing with overall proposals*



**Based on 66 responses from local residents who disagreed with the overall proposals. Respondents answers often covered more than one topic and therefore are coded into multiple themes.*

Vehicle movement and traffic

Of those who disagreed with the overall proposals, 276 mentioned general concern over impact on car usage and 244 mentions about concern over congestion. Respondents who shared concerns about congestion resulting from the proposals also referenced concerns about potential increases in pollution (80 mentions). This was a concern shared by 20% of residents who disagreed.

Some respondents also disagreed because of concerns about bus services being impacted **(245 mentions).**

Respondents who raised concerns about congestion, referenced the ability to overtake stationary vehicles on Regent Street (e.g. stopped buses or broken-down vehicles in a single lane) and surrounding roads suffering from congestion, which is particularly important for emergency services vehicles (30 mentions).

Taxi drivers generally disagreed with all proposals due to concerns over the impact on traffic, and this is explored in detail in section 6.6.



"Imagine trying to get an ambulance or fire engine up Haymarket with just one lane where 3 lanes barely move now. Please go and see the emergency services passing through here now and imagine their response times if this goes ahead." – Survey respondent (disagree)

"The proposals will also reduce access for large groups travelling by coach from outside London - a significant and longstanding part of the West End theatre audience" – Survey respondent (disagree)

"As a resident, this will have a huge impact on our quality of living. Due to the impact of cars using the side roads as they're no long able to use the main roads. The traffic in residential areas, noise, pollution and traffic will be of a huge health concern for us." – Survey respondent (disagree)

5.3 Pedestrian experience

Improving pedestrian experience is one of the key ambitions of the masterplan. We know none of the pedestrian crossings in the area currently meet accessibility standards and 60% of the footways are at risk of overcrowding.

Pedestrian experience was the second most common theme associated with agreement with overall proposals (57%). Generally, there was widespread positivity about the scheme's potential for creating a safer and more enjoyable experience for pedestrians in the West End.

A key focus for respondents who agreed with the proposals was improving pedestrian infrastructure by **making it better for walking (258 mentions**). This included widening pavements, reducing street clutter, and improving crossings and junctions, which was further supported through feedback from the inclusive design assessment and women and girls site walk.

Local residents who agreed with the proposals were more likely to mention 'better for walking' than visitors (65% vs 48%).

Those aged 16-34 are more likely than those aged 65+ to mention pedestrian experience as a reason for agreeing with the proposals (62% vs 52%).

There is agreement the proposals will **make it better for pedestrians** (866 mentions), with particular emphasis on high-footfall areas such as Piccadilly Circus, which received the highest level of overall agreement (62%).

"It's a challenging walk along Regent Street when it's busy. Having more space for pedestrians would make it easier to get around without having to step into traffic." Survey respondent (agree)

"As a local resident, when walking I try to take routes avoiding Regent Street since foot traffic is often so congested it is difficult to get anywhere. I also love to cycle but have had some close calls where vehicles were way too close for my comfort. This would appear to alleviate both of those concerns, which would be spectacular. It would also be a much more pleasant environment for everyone in general." Survey respondent (agree)



Pedestrian experience

Piccadilly Circus emerged as a key priority area, with many respondents describing it as **unsafe, difficult to navigate, and overly cluttered (89 mentions)**. Participants across events, including at the women and girls walkabout and inclusive design assessment, reported feeling most unsafe at Piccadilly Circus, citing overcrowding and insufficient pedestrian crossing space. Many stated they actively avoid the area as a result.

Piccadilly Circus

Landsec are supportive of the ambition to prioritise pedestrians and improve the experience in and around Picadilly Circus. They support proposals to deliver simpler and safer pedestrian crossings, stating it will "significantly benefit pedestrian confidence and movement, while supporting wider efforts to encourage walking as a primary mode of travel."

New West End Company supports the expansion of pedestrian space at Picadilly Circus stating it is a "globally recognised Landmark."

The National Gallery supports improvements for better wayfinding, from Leicester Square and Piccadilly Circus to Trafalgar Square.

There were the highest levels of agreement for proposals which focused on the **pedestrian experience:**

- Improvement to pedestrian space on Regent Street (60% agreement)
- Make Regent Street St James's vehicle free (58% agreement)
- Transform Waterloo Place into a traffic free area (60% agreement)

Some respondents compared the proposed changes favourably to other **major and successful European cities** including Paris and Barcelona. Despite having majority agreement across proposals to improve the pedestrian experience, many respondents shared a sentiment the proposals don't go far enough, and **consideration should be given to further pedestrianisation (296 mentions)**. This view was supported by key stakeholders, who were supportive of proposals but believe certain areas of the scheme could be more ambitious.

"We particularly like the proposals for Piccadilly Circus, Regent Street St James, Waterloo Place and the Haymarket. The creation of a beautiful walking route from Piccadilly Circus to St James Park will create an amazing pedestrian spine though the heart of London. We have nothing but praise for the ingenuity of the plans which can create so much extra space for pedestrians while making improvements for vehicle traffic" – Footways CIC

"Pedestrianisation [will] make all these areas more appealing, like every other major European city is doing already." Survey respondent (agree)

"World cities are increasingly designing out vehicles. London should follow suit, especially in the area around Waterloo Place, which has the potential to create a world class link between The Mall and Regent St. Next: continue the link up to Regents Park." Survey respondent (agree)

"We are concerned that Coventry Street appears to be treated as a "potential" public realm improvement rather than a priority. This is a key gateway, experiencing some of the highest footfall in the entire West End, and plays a critical role in linking two of London's most visited destinations." - Criterion Capital

They would be an improvement, but they don't go far enough. We need stronger climate and social equity action now." Survey respondent (disagree)

Pedestrian experience

There was agreement with **improving the pedestrian experience from many businesses and stakeholders** including Heart of London Business Alliance, New West End Company, Criterion Capital, The National Gallery, Shaftesbury, Land Securities, The Athenaeum and London Heritage Quarter through formal responses, but they sought clarity in some areas:

- How pedestrians will be protected from vehicles, particularly where groups and crowds can gather, such as outside theatres and other hospitality venues
- How traffic-free spaces would be managed and maintained and who would be responsible for this
- Concerns about personal safety due to perceived lack of surveillance in traffic-free spaces, in particular at night, for both customers and employees.

28 respondents who agreed with overall proposals mentioned **improved crossings and junctions**, a theme also supported through feedback from events and stakeholders. Examples included the need for continuous crossings, side road zebras and an increase in controlled pedestrian crossings.



"Transformative proposal which has the potential to turn Piccadilly Circus and Regent Street into one of the best public pedestrian spaces in London. I am hugely supportive of this scheme." Survey respondent (agree)

"Junctions need re-designing to achieve this priority and deliver safety and accessibility. There must be controlled crossings for pedestrians over the cycle track. The location is very busy so uncontrolled crossings will not be accessible. There must be pedestrian and cycle priority at junctions." - Wheels for Wellbeing

5.4 Public space quality and design

Global cities are redesigning their urban centres to boost resilience, inclusivity, and economic performance and without bold, future-focused investment, these iconic streets in the West End risk falling behind.

For this reason, public space quality and design is central to the masterplan and a key theme in feedback we received. 54% of people who agreed with the overall proposals mentioned public space quality and design, and 20% of those who disagreed mentioned this. Public space quality and design was a key reason for both agreeing and disagreeing with the overall proposals.

Although there is overlap between public space quality and design, and pedestrian experience, insights within this theme focus on the specific details of public spaces such as street furniture, activations and wayfinding, as well as feedback specific to the reimagining of proposed public spaces like All Souls, Regent Street St James's and Waterloo Place, and overall ambition with regard to public spaces.

54% of respondents agreed the proposals would deliver on our ambition to make this area of London a world-class destination.

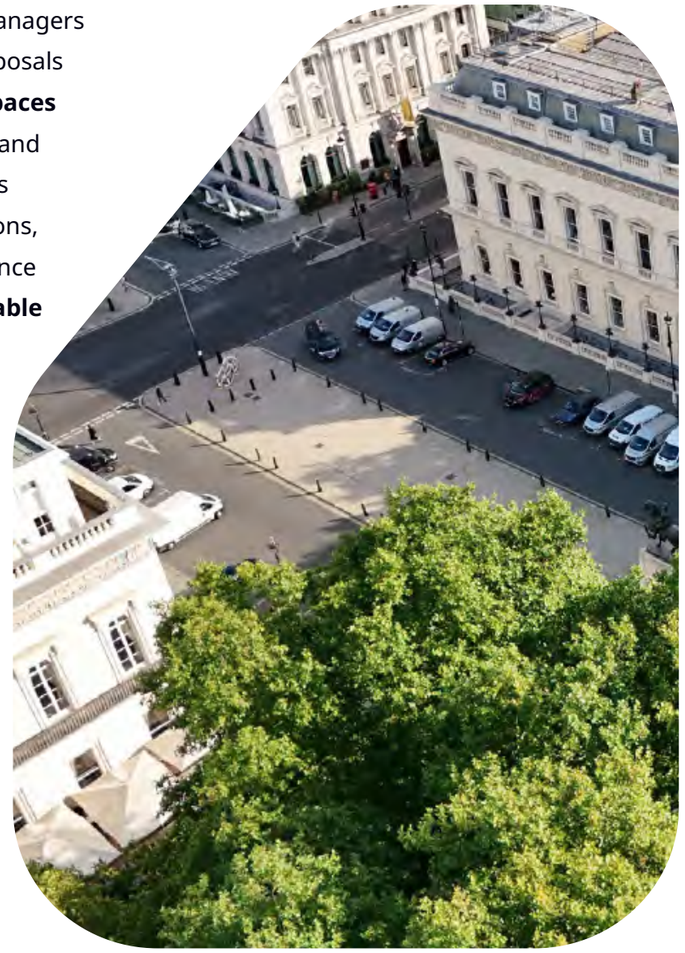
A significant reason for agreeing with the overall proposals was due to **more space for public use** (633 mention). This was further supported through agreement with the expansion or creation of new public spaces at Piccadilly Circus (62% agreement), Waterloo Place (60% agreement) and Regent Street St James's (58% agreement).

16 to 34-year-olds were more likely (46%) than 35-64 (35%) and 65+ (25%) year olds to mention 'more space for public use' as a reason for agreeing with the proposals.

There was significant agreement for overall improvements to existing public space design and cleanliness to establish the West End as a world class destination.

Improvements to public space was a priority which came through strongly in feedback from local residents, who showed support for **more space for public use**, with 37% of respondents who agreed mentioning this.

Stakeholders, business owners and managers were generally in agreement with proposals to **enhance and create new public spaces to support** Regent Street, Haymarket and Piccadilly Circus' status as a world-class destination. Through formal submissions, some stakeholders raised the importance of **ensuring public spaces are adaptable for daytime and nighttime uses** to support the night-time economy.



Many respondents who agreed with the proposals felt they would enable a **better experience** (133 mentions) in this part of the city, with some examples of how this could be achieved including public art, community projects and cultural activation.

Others felt that an **enhanced public realm design** would help make the West End more **inclusive and accessible.** We focus on this feedback in more detail in section 6.7.

Agreement with public spaces that **enhance the outdoor dining and shopping experience** came through strongly from survey respondents, and business owners and managers. Those who agreed with overall proposals mentioned **better for shops** (197 mentions) and **better for tourists** (412 mentions), with the perception public spaces would help support the area's status as a world-class destination.

Public space quality and design

Of respondents who agreed with the proposals, some **mentioned the need for more seating** (34 mentions), and this sentiment was shared across events, with attendees agreeing with the introduction of more **places to sit, relax, and gather for free**, without being required to buy something.

Despite high levels of agreement with the creation of new public spaces, many respondents who disagreed with overall proposal shared **concern over how public spaces will be used** (146 mentions).

Some respondents who referenced concern about how public spaces would be used also mentioned an **increase in crime** (22 mentions), suggesting that new and enhanced public spaces could attract crime and antisocial behaviour. Attendees at events shared concerns that more pickpocketing could happen in pedestrianised areas, as it would be easy to escape into crowds and emphasised the need to discourage gatherings of large groups as it would make them feel unsafe.

Of respondents who disagreed with proposals and mentioned **Waterloo Place** (37 mentions), some felt reimagined public space here to be an **unnecessary change** (15 mentions), for example due to St James's Park, and the **potential for activations to disturb its historic appeal and peaceful nature** (12 mentions).

Throughout on-site events, there was **concern around the design of public spaces increasing street clutter**, with suggestions that improvements for cycling could result in an increase in parked hire bikes creating obstacles. On-street kiosks were also an area of concern, as it is largely felt they add to street clutter and could detract from the quality of public spaces.

The need for **better wayfinding and signage** was raised at events and through formal stakeholder submissions, with suggestions including:

- Making it easier to find public transport, especially tube entrances
- Maps to help navigate the area, both for regular and first-time visitors
- Art and landmarks as key wayfinding features
- Fully accessible wayfinding, including the use of sound, signage and tactical floor features

Some key stakeholder submissions referenced the importance of step-free access routes, including to and from tube stations and key destinations, and the existing steps at Carlton House Terrace and Waterloo Place. The National Gallery referenced the need to clearly signpost step-free routes to and from their building if Pall Mall East becomes traffic-free.

"This scheme needs to be integrated with, and delivered to the same standards as, adjacent pedestrian, active travel and public transport improvement schemes in the area, including the Oxford Street and Portland Place schemes. Step-free Tube improvements, bus prioritisation improvements and accessible cycle and mobility route development are also crucial in making the scheme more accessible." – Wheels for Wellbeing



"The area is surrounded by listed buildings and St James's Park. At the moment its potential is lost by the large number of parked cars. The new, car-free space should be dignified, and the temptation to make it a space for 'gimmicky' events should be resisted. It should act as a contrast to Piccadilly Circus" – Footways CIC

5.5 Greening, sustainability and environmental impact

We want to ensure public spaces are resilient to changes in our climate for generations to come, that is why greening and planting had a significant focus in the masterplan. Greening, sustainability and environmental impact was the fifth most common theme within feedback from respondents who agreed with the overall proposals.

Many of those who agreed with proposals **wanted greening or supported making the area greener (380 mentions)**, with respondents **liking that there will be trees (106 mentions)**.

Local residents showed a strong interest in greening and the perceived positive environmental impact of the proposals. Local residents who agreed with the proposals were more likely to mention 'better air quality' than visitors (16% vs 3%) and 'more trees' than Westminster residents (11% vs 4%).

Women who agreed with the overall proposals were more likely than men to mention 'making it greener' (33% vs 20%) and 'better air quality' (12% vs 7%) as a reason for agreeing.

The New West End Company want the proposals to "enhance nature and biodiversity as part of the 'Park to Park' vision, integrating planting schemes, tree canopy, and seasonal variation."

While more greening was widely supported across events, with participants sharing examples of pocket parks, planting similar to Covent Garden, and greening in the ground, **it is important to acknowledge broader feedback about greening.** There was a preference from the inclusive design assessment for in-ground planting, as some reflected temporary planters can clutter the streets and make them difficult for pedestrians to navigate, become unsightly when not maintained. Some feedback suggested planters can attract litter or be used to hide illegal items.

The Pollen Estate shared support for ambitious plans for greening but felt the choice of planting for urban gardens is important to ensure it aligns with the area's heritage, suggesting this is particularly important at places like the junction of New Burlington Street and Regent Street.

While the **perception proposals could erode the area's heritage** was only raised by a small number of those who disagreed with the proposals (13 mentions), the concern about greening impacting heritage views and experience was a consideration raised by key stakeholders.

"These planters can have a visible pinching of pedestrian flows from Glasshouse Street. There are concerns that the planters will cause an increase in antisocial behaviour..." – Land Securities, owner of Lucent building at Piccadilly Circus



"John Nash's Regent Street is one of the finest and most recognised streets in the world. The Forum considers the landscaping, which is welcomed in principle, does not distract from the Nash facades or obscure the views of the facades due to the planting or growing of unduly large street trees with large canopies." – Mayfair Neighbourhood Forum

Greening, sustainability and environmental impact

Many respondents agreed with the proposals because of the perception they will **improve air quality and reduce pollution (159 mentions)**, with 101 mentions suggesting the scheme will **be better for the environment or create a nicer environment to be in**. Many participants we spoke with at events suggested the proposals could support action to address climate change, for example by creating shade and making the area cooler in summer, and this was a strong theme across resident and business stakeholders.

Many who agreed and mentioned improved air quality suggested this **alongside fewer cars and less traffic (109 mentions)**, while those who disagreed with the proposals raised more pollution as a key reason (190 mentions). This suggests there are some opposing views among those who agree and disagree about the impact the proposals will have on air quality as a result of traffic outcomes.Related to perceptions of an improved environment was the feeling proposals would reduce noise (47 mentions) related to less traffic and cars.

The New West End Company supported proposals for greening, believing it will improve the **international visitor experience**, a sentiment shared by The National Gallery who also supported plans for a potential traffic-free Pall Mall East.

The New West End Company agreed with proposals for greening, believing it will improve the **international visitor experience**, a sentiment shared by The National Gallery who also agreed with plans for a potential traffic-free Pall Mall East.

The Heart of London Business Alliance said the proposals present an opportunity to make the West End more sustainable, referencing the use of rainwater from buildings to help establish new trees in the area.

"We need to be bold and brave to make our cities greener and more sustainable." Survey respondent (agree)



"More greenery and fewer vehicles are needed to combat climate change and to keep central London cooler." Survey respondent (agree)

"I think it would help with creating a more environmentally friendly area with cleaner air, sustainable planting for shade and reduce flooding risk." Survey respondent (agree)

"More green space is vital in cities to provide shade with rising temperature and help cool down our environment. It will also have benefit for air pollution and the wildlife." Survey respondent (agree)

5.6 Cycling

We set out to gain feedback directly from people who cycle on and around Regent Street, Haymarket and Piccadilly Circus to help further develop the emerging plans for cycling shared in the masterplan. As we are in the process of developing Westminster's borough wide strategy for cycling, there are gaps in our current approach to cycling within the masterplan proposals and this was identified by participants and stakeholders during the engagement.

Cycling was a key theme raised throughout the engagement, with 35% respondents mentioning this as a reason for agreeing with the overall proposals, and 95 comments received throughout events related to cycling.

Cyclists were among the strongest supporters of the proposals, with cyclists more likely than non-cyclists to agree with the overall proposals (87% vs 51%).

When exploring cyclist responses in further detail, several key points were raised with regard to the provision for cycling shared within the masterplan and associated proposals.

Many cycling respondents reflected **existing concern about cycle and motor vehicle conflict or suggested the proposals don't go far enough with regard to protecting cyclists from vehicles with physical separation** (123 mentions), with Regent Street and Piccadilly Circus often referenced. This concern was reinforced at community events and by Westminster Healthy Streets, Westminster Cycling Campaign and London Cycling Campaign, the latter suggesting proposals were vague along Regent Street, especially at junctions and at Piccadilly Circus. They raised significant concern about a coloured surfacing approach along Regent Street without physical separation and allowing kerbside drop-off and pick-up in the cycle lane.

This view was shared by Wheels for Wellbeing, who added that **the cycle lane should meet higher inclusive design standards** if it is to be accessible to all and meet its stated aims. Further points raised on accessible cycling infrastructure was enabling powered mobility aids to use cycling infrastructure and the need for a step-free connection between The Mall and Waterloo Place.

Women were slightly more likely than men to mention 'better for cyclists' as a reason for agreeing with the overall proposals than men (39% vs 33%)

> "The proposed design and quality of the infrastructure falls way short of the standards required for safe, accessible and inclusive cycling."
> - Wheels for Wellbeing

Some cycling respondents while agreeing with the overall proposals, were **concerned about lack of connectivity with the wider network** (42 mentions), both north-south, east-west, and the West End as a whole. Many stakeholders welcomed the improvements to cycling connectivity for this area of London; however Westminster Cycling Campaign and London Cycling Campaign felt an overall plan for cycling across the area, underpinned by traffic reduction, was "urgent" and that cycling should be included within the proposal to pedestrianise Regent Street St James's.



Cycling

While cyclists were overwhelmingly in agreement with proposals, local residents mentioned cycling as a reason for both agreeing and disagreeing. Local residents were significantly more likely to mention 'better for cyclists' than visitors as a reason for agreeing with the proposals (47% vs 23%) and more likely to mention 'concerns over cyclists' (26%) than both taxi drivers (11%) and workers (15%) as a reason for disagreeing.

Many people expressed the need for more cycle parking solutions, particularly for dockless hire e-bikes. Cycling respondents who agreed with the proposal raised **cycle parking as currently lacking in both existing provision and proposals shared** (13 mentions).

Several stakeholders including Mayfair Neighbourhood Forum, New West End Company, The Athenaeum Club and New Pollen Estate also raised the **need for dockless bikes / e-bikes to be better managed** and to ensure sufficient capacity and enforcement of this.

Some cyclist respondents (11 mentions) **shared concerns about conflicts with pedestrians if space is not adequately delineated**. Landsec also raised this concern, requesting sensitive and thoughtful design on Glasshouse Street to ensure it does not become a route for fast-moving cyclists, which poses a risk to this pedestrian priority street, which experiences high footfall. This theme is further explored in section 6.7 Accessibility and Inclusion.



"I have some issues with the situation of bikes in proximity to pedestrians, they posses a significant risk to pedestrians and [facilitate] crime in this region and great thought to minimising the facilitation of this should be considered."
-Survey respondent (agree)

"Would be better to remove all cars from the area and fully prioritise cyclists and pedestrians. More spaces to lock bikes."
– Survey respondents (agree)

5.7 Taxis and private hire

We know taxis are an important mode of transport on and around Regent Street for local people and visitors. Feedback generally showed concerns about the operation of taxis and private hire among both taxi drivers, users of taxis, and local businesses.

Of respondents who disagreed with the overall proposals, 289 referenced **negative impact on taxis**.

Feedback showed taxi drivers generally disagreed with all proposals, primarily due to concerns over the impact on traffic and traffic displacement, accounting for 58% of taxi respondent comments. Taxi drivers were more likely than other groups to mention 'negative impact on taxis' (30%).

The main concerns raised by taxi drivers who disagreed with proposals, are related to perceived impacts on traffic and vehicle movement. There is a perception the proposals will impact their work due to **restricted access to key destinations, longer journey times, and higher fares for passengers as a result of increased traffic congestion**.

While indicating **agreement with public realm improvements** to deliver on the aim of creating a world class destination, the Licenced Taxi Drivers Association (LTDA) suggested the proposals would **"severely damage access, traffic flow, and economic life across the West End."** They felt traffic proposals will have a knock-on effect on taxis operating across the wider areas surrounding the scheme, but key areas of concern included the proposals for Regent Street St James's and Piccadilly Circus.

A key concern around taxi and private hire access was the perception proposals would **restrict essential accessible transport for mobility impaired and older people**, making it harder for them to reach destinations safely and conveniently.

28% of disabled respondents who disagreed with the proposals also referenced **'negative impact on taxis'**.

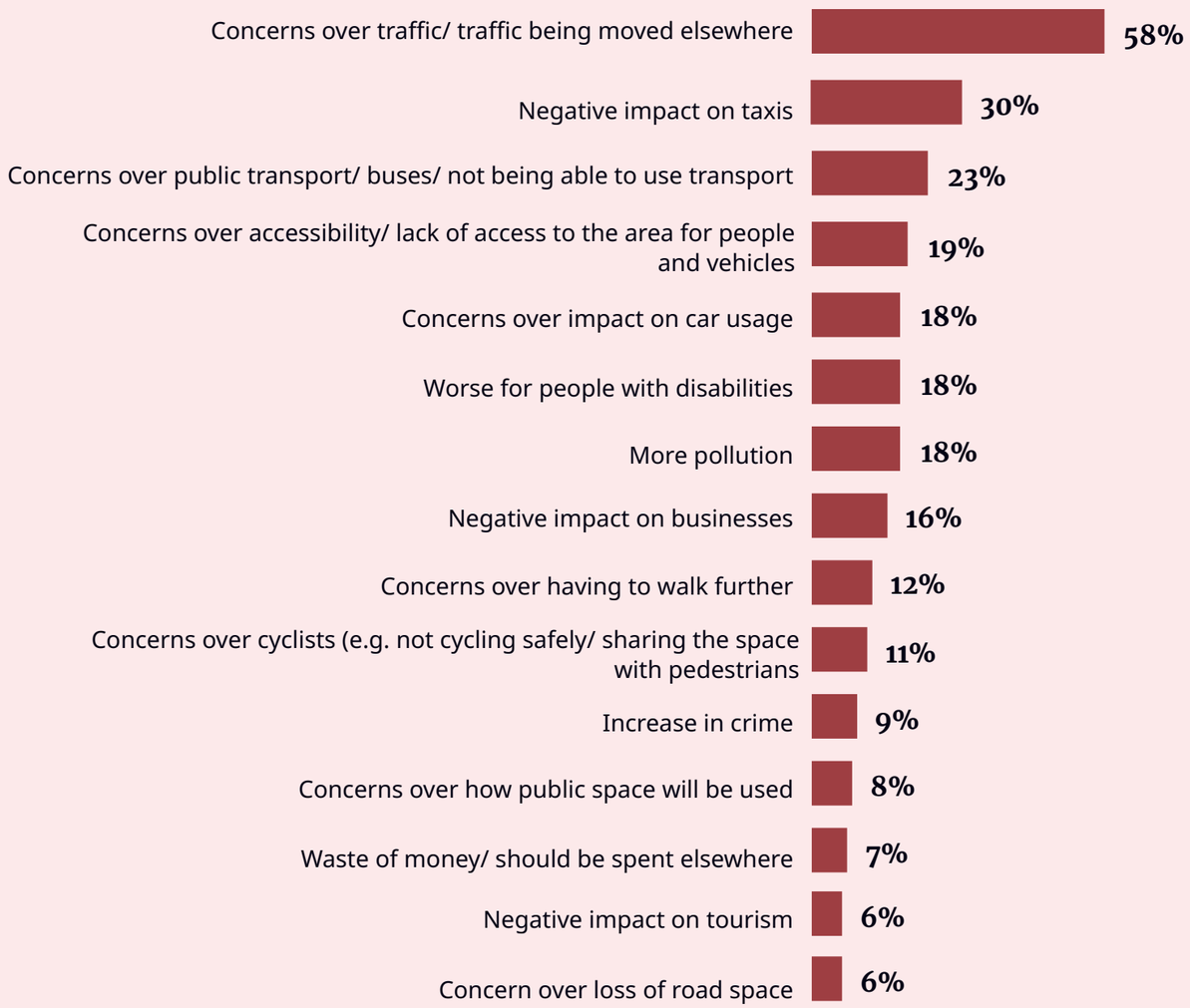
Of taxi respondents who disagreed with the proposals, **negative impact on businesses** was among the top ten reasons (16%). Some businesses, particularly representatives of hotels, shared this concern, expressing reservations about limiting taxi access and the potential impacts on guests' and customers' journey times and **the need for logical and nearby pick-up and drop-off points**. For example, Hotel Café Royal emphasised the importance of guests accessing their hotel in taxis via Air Street from key arrival and departure points such as Heathrow Airport.

Some taxi drivers raised concerns about perceived **limited options for diverted routes in the event of road closures**, such as the inability to travel on Regent Street St James's if there are closures on Pall Mall. The LTDA suggested the scheme "appears to be modelled on an ideal scenario where everything is fully operational. In reality, such days in London are extremely rare."



Taxis and private hire

Taxi drivers' reasons for disagreeing with the proposals*^



*Based on 437 responses from taxi drivers (including those identified as potential taxi drivers) who disagreed with the overall proposals. Respondents answers often covered more than one topic and therefore are coded into multiple themes

^More information on how potential taxi drivers were identified in data can be found in p. 60, Appendix 1: Methodology

"I'm a taxi driver and it's costing my customers much more to get to their destination due to these road schemes." – Survey respondent (disagree)



"The current proposals provide limited information on how servicing, deliveries, taxis and parking will be handled. These are critical to the day-to-day operation of businesses in and around Regent Street." – Shaftesbury Capital

"Traffic levels will impact users of black taxis, including the elderly, wheelchair users and people with young children." – Survey respondent (disagree)

5.8 Safe, accessibe and inclusive

Creating safe, accessible and inclusive spaces is a key ambition of the scheme. Exploring this theme in more detail allows us to understand where it is felt this is being achieved, as well as where we need to take action during the next stages of design to improve safe, accessible and inclusive outcomes.

This in-depth analysis is also important to ensure we fully understand the perspectives of groups whose voices are typically underrepresented in engagement processes and will support the continued development of a comprehensive Equality Impact Assessment (EqIA).

Overall, 57% of respondents agreed the proposals **would achieve the key ambition of making safer, more accessible and inclusive spaces** – the highest levels of agreement across the three key partner ambitions.

Sentiment towards the overall proposals was split among disabled respondents, with 51% agreeing and 45% disagreeing. Most disabled respondents who agreed with the proposals most often referenced **'less traffic' as a reason for agreeing,** followed **by better for pedestrians.**

Much of the survey sentiment was reflected at our on-site inclusive design assessment, where many respondents felt **less traffic and more public space would benefit them.**

The on-site inclusive design assessment allowed us to capture detailed feedback to support how the proposal progress with inclusion and accessibility as a foundation. This feedback included:

•Existing crossing points and bus stop locations are out of sync.

•Street clutter creates issues when navigating pedestrian spaces, particularly for people using mobility aids, which is compounded by existing overcrowded pavements.

•There is a lack of accessible wayfinding and signage, such as low-level signs and audio/visual cues like tactile paving, to enable safe crossing and navigation. It is important that wayfinding and signage does not increase clutter.

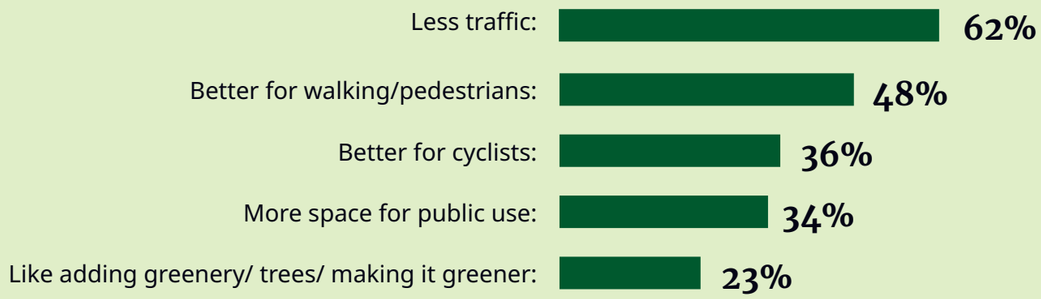
•Desire for publicly accessible toilets.

•Accessible seating is required.

•A likely benefit of less traffic would be less noise, and that pockets of calm with accessible information could improve the experience for some users in an otherwise busy and often overstimulating environment, particularly those who are neurodiverse.

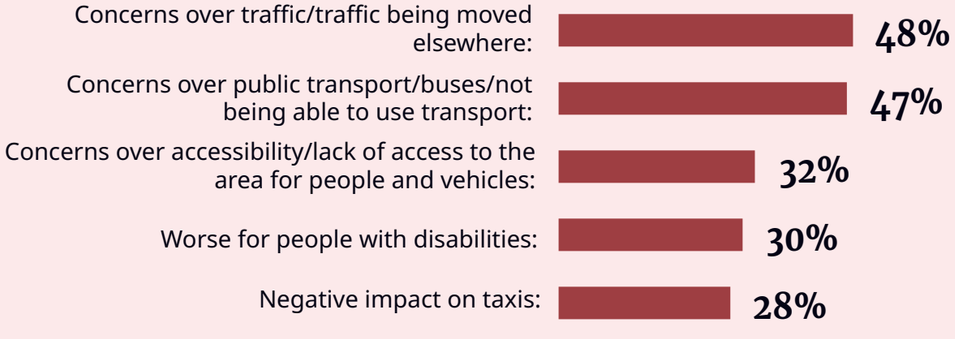
•Agreement with more public spaces but with safe and convenient access to public transport, taxis and Blue Badge parking to ensure key destinations are still easily accessible for those who cannot walk and cycle.

Disabled Peoples' reasons for agreeing with overall proposals*



**Based on 231 responses from disabled people who agreed with the overall proposals. Respondents answers often covered more than one topic and therefore are coded into multiple themes*

Disabled Peoples' reasons for disagreeing with overall proposals*



**Based on 223 responses from disabled people who disagreed with the overall proposals. Respondents answers often covered more than one topic and therefore are coded into multiple themes*

Safe, accessibe and inclusive

Formal stakeholder submissions also supported public and fully accessible toilet facilities, including Wheels for Wellbeing, Shaftesbury Capital and Mayfair Neighbourhood Forum.

Disabled respondents who agreed with the overall proposals were slightly more likely than those with no disability to mention 'safer' as a reason for agreeing than non-disabled respondents (19% vs 17%).

Compared to non-disabled respondents, disabled respondents who disagreed with the overall proposals were more likely to mention 'concerns over accessibility' (32% vs 21%), 'worse for people with disabilities' (30% vs 12%), and 'concerns over having to walk further' (27% vs 14%).

Aside from concerns about traffic displacement, the second most common reason disabled respondents disagreed with proposals was due to **concerns over continued access to buses and public transport** (134 mentions), followed by **lack of access** (69 mentions).

Ensuring public spaces do not exclude disabled and older people by **restricting access to destinations** was raised as a concern, with respondents citing potential issues accessing the West End. In a community vision workshop, one attendee suggested taxis and private hire vehicles are the only accessible way to reach destinations in the West End due to the lack of step-free access at Underground stations in the area.

When exploring these responses in more detail, 30 respondents referred to **concerns about taxi access being impacted**. Several respondents explicitly referenced concerns about **disabled parking provision**, with The Athenaeum Club referenced multiple times as having older and disabled members who required sufficient disabled access either by car or taxi. This was further supported by a submission from The Athenaeum Club which referenced the need for accessible vehicle access and parking.

In their formal response, Shaftesbury Capital support the integration of inclusive design principles from the outset, including for drop-off points to be maintained or introduced at logical access points around the scheme perimeter, which was also suggested by The National Gallery.

Formal submissions from both the London Taxi Drivers Association and United Cabbies reflected concerns the proposals would impact door-to-door access in the area for older and disabled people who rely on taxis as a mode of transport.

"I very much like the idea in concept but am concerned it will restrict access to less mobile people, who cannot walk to the amenities in the centre."
- Survey respondent (agree)



"None of the proposals take account of the needs of those with limited mobility, how are we meant to access these pedestrian spaces when we can't walk far and buses will be rerouted away." – Survey respondent (disagree)

Safe, accessibe and inclusive

Formal submissions from both the London Taxi Drivers Association and United Cabbies reflected concerns the proposals would impact door-to-door access in the area for older and disabled people who rely on taxis as a mode of transport.

Taxi drivers (30%) were more likely than other groups including local residents (18%), Londoners (21%) and other workers (19%) to mention 'negative impact on taxis' (30%). Disabled respondents were almost as likely to mention this (28%).

Disabled respondents who disagreed with the overall proposals were more likely than non-disabled respondents to mention **'concerns over cycling'** as a reason for disagreeing (24% vs 17%). This was also shared during the inclusive design assessment, with participants sharing unsafe experiences of interactions with cyclists, particularly for visually impaired or deaf people. **Concerns about conflict between pedestrians and cyclists and shared space designs** was also raised by a small number of cycling respondents who agreed with overall proposals (11 mentions).

Women were more likely to agree with the overall proposals (70% agreement) than men (63% agreement).

While survey responses showed women and men agreed with the proposals for similar reasons, women were more likely than men to mention **'safer (to walk/cycle)' as a reason for agreeing** with the overall proposals than men (20% vs 16%).

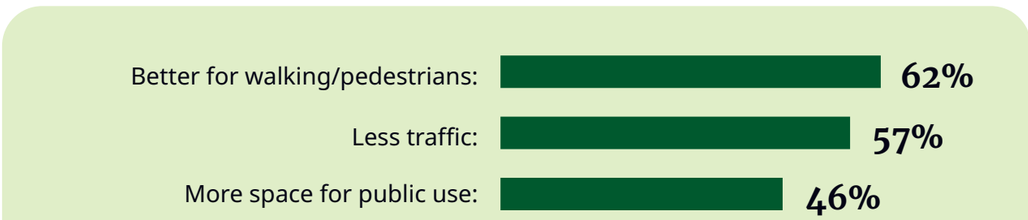
At our on-site walkabout with women and girls, we collected insights about how **public spaces can impact actual and perceived personal safety** to help inform how the designs progress. Key feedback from this session included:

- Lighting is a major factor in perceptions of safety, so enhancements including feature lighting on buildings and trees would be welcomed, particularly around tube entrances.
- Outdoor spaces to sit and get space away from the business of the area are supported where they are well designed, well-lit and in places that enable passive surveillance.
- Fear of pickpockets in crowded areas and groups of people gathering in places like Piccadilly Circus at night make the area feel unsafe, and can be worsened by street clutter limiting visibility.
- Desire for performance spaces and activations to be more formalised to increase perceptions of safety.
- More public amenities could enhance the experience of women and girls, such as public toilets for baby changing and rest areas.

The masterplan aims to create inclusive spaces for all, including families and children, so it is important we understand feedback from young people and use this to shape how we future-proof public spaces for the 100 years and beyond.

Young respondents (16-24) were significantly more likely (46%) than 35-64 (35%) and 65+ (25%) year olds to mention 'more space for public use'.

16-34 year olds' reasons for agreeing with overall proposals*



Based on 467 responses from 16-34 year olds who agreed with the overall proposals. Respondents answers often covered more than one topic and therefore are coded into multiple themes

Safe, accessible and inclusive

The importance of **improving personal safety through design** was also raised as a key consideration during the on-site inclusive design assessment.

Concerns about an increase in crime (121 mentions) was within the top 15 reasons why respondents disagreed with proposals and was raised as an important consideration within multiple key stakeholder submissions including from The Athenaeum Club, Heart of London Business Alliance, Shaftesbury Capital and New West End Company.

Suggestions from stakeholders to improve safety included:

- **Enhanced CCTV**
- **Dedicated police presence**
- **Better lighting**
- **Facial recognition technologies**
- **Collaboration with local businesses**
- **Public toilets**

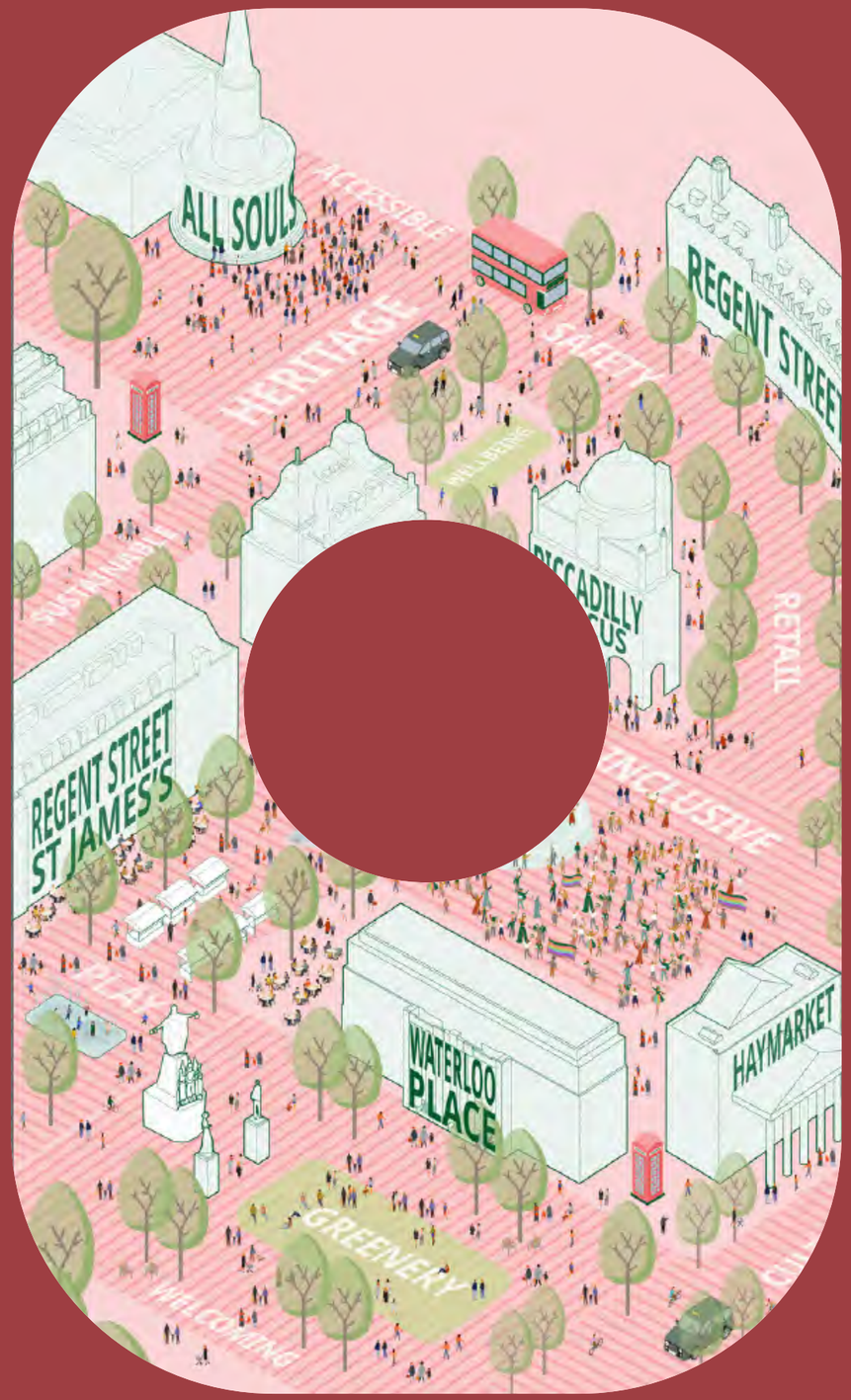
Several stakeholders specifically referenced the need for safety to be especially focused in and around Piccadilly Circus at night.



"There is evidence that poorly managed pedestrian zones can unintentionally attract crime and antisocial behaviour, particularly if not overlooked by active frontages, supported by visible policing and appropriate design."
- Heart of London Business Alliance

" These could be provided separately from stores, or provided inside stores, as long as there is clear signage on store fronts that such toilets are available inside and are free to use for members of the public without purchases being made."
- Wheels for Wellbeing

6 How we are responding



How we are responding to feedback

Following comprehensive review and consideration of the insights gathered during public engagement, several consistent themes emerged. In response to these key areas of feedback, we have worked with the design team to identify the actions we need to take as we progress through to the next stage of design.

In this section, we have detailed the actions we are taking and are committed to delivering on these as we progress into the next stage.

Ongoing engagement is essential to ensure our proposals remain responsive to the needs of our communities and stakeholders. We will continue to work alongside the Advisory Panel, key stakeholders and the community to shape and inform these actions, and the concept designs. We will continue to brief and collect feedback from key stakeholders through a series of briefings and targeted engagement sessions, as well as a deep-dive into to key proposal areas with the Advisory Panel.

The proposals will be refined in line with this process of ongoing feedback, with final concept designs developed and shared for public consultation in summer 2026.

Following public consultation in summer 2026, we will review the feedback we receive before submitting the outcomes of the consultation, along with a comprehensive business case, to Westminster City Council's Cabinet and The Crown Estate.

Should a decision be made to progress with the proposals, detailed design will begin in late 2026, and the delivery of early schemes for some of the smaller streets and spaces will be considered. Subject to further funding and approvals, construction of the main scheme would begin in 2028.

We look forward to continuing to work with stakeholders and the community to create a lasting legacy - delivering sustainable, inclusive, and world-class public spaces at the heart of the West End.



How we are responding to feedback

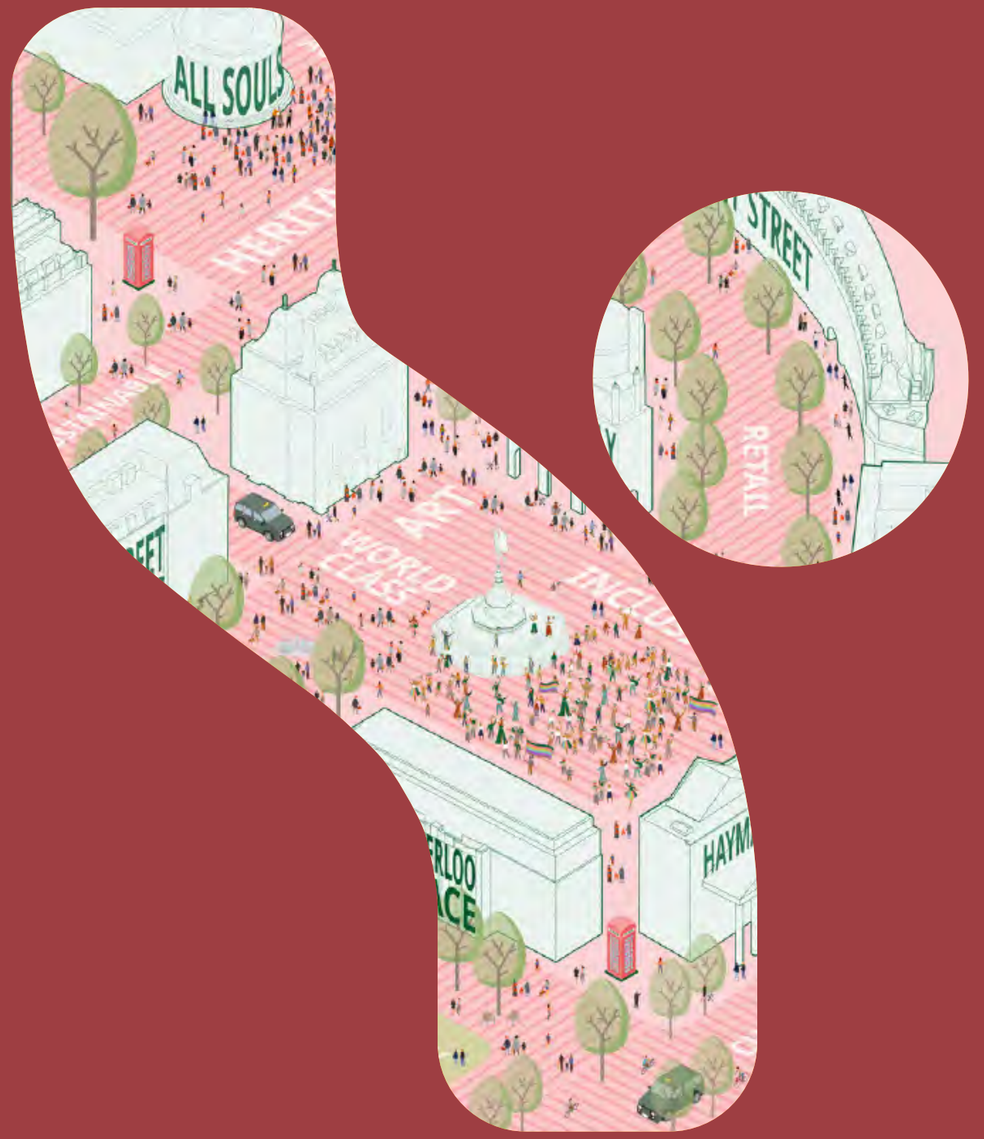
What we heard	How we are responding
Overall sentiment towards the emerging masterplan and movement proposals was positive, with vehicle movement and traffic, pedestrian experience and public space quality and design being the main reasons for agreement. Respondents were most positive about proposals for Piccadilly Circus, with 62% agreeing with them. 60% of respondents agree with the proposals from All Souls to Piccadilly Circus. 60% of respondents agree with the proposals for Waterloo Place, with cyclists being most likely to agree.	Based on community and stakeholder support, we will progress all proposals to the next stage of design recognising that there is still lots of work for us to do ahead of ahead of a further public consultation in summer 2026. We will continue to learn from global best practice, build on local expertise and support from the community, stakeholders and the Advisory Panel, to shape and inform these actions, and the concept designs.
Traffic and vehicle movement	
Desire to see further detail on the proposals, including traffic modelling and detailed operational arrangements.	We will develop more detailed public realm, kerbside management, and traffic proposals in line with the feedback received during this engagement and alongside further technical analysis. We will share these detailed proposals with our Advisory Panel to sense-check and advise on them and will continue to meet with and brief key stakeholders as designs progress over the next six months. The concept designs shared for public consultation in summer 2026 will include further detail on operational arrangements and available traffic modelling.
Most respondents who disagreed were concerned about the potential negative impact on traffic and traffic displacement, including the impact of rerouting traffic through Shaftesbury Avenue and Great Windmill Street. Local residents are particularly concerned about this impact.	We are committed to minimising the impact on traffic and traffic displacement, especially into residential streets in the neighbouring areas of Soho, Mayfair and St. James's. Detailed traffic modelling is underway and will assess any unacceptable impacts or displacement, and, where this is the case, identify necessary mitigations within the design to address them. Further technical work has now been undertaken to ensure the capacity and turning movement of Great Windmill Street and Shaftesbury Avenue junction are feasible. Further detailed modelling is continuing for this junction and others across the scheme boundary to ensure the operation and efficient flow of traffic is maximised in order to reduce congestion. We will share more information about the traffic modelling in early 2026 with our Advisory Panel, Resident Associations, and other relevant stakeholders. We will submit final traffic modelling to TfL in early 2026 and plan for TfL approval in early April 2026, ahead of the public consultation in summer 2026.

What we heard	How we are responding
Respondents who disagreed felt congestion on Regent Street was already severe and would worsen under the proposals.	The existing traffic network and conditions have been monitored in detail over the last few years to understand existing sources of delay and inform the development of solutions to address them. Changes are designed to consider the traffic demands for this part of the West End whilst continuing to respond to the changes within the wider West End. Proposed improvements to all junctions and signals on Regent Street, including the removal of the central median, are designed to support more efficient traffic flow and reduce congestion while ensuring pedestrian green time.
Concern from taxi drivers that the proposals will change the way they operate in the area, impacting key routes and drop-off locations, a concern also shared by residents.	We have conducted an on-site assessment with taxi representatives to better understand access needs, demand for routes, and high-use drop-off/ pick-up points. The proposal for taxi ranks has been discussed with TfL and the LTDA who are largely supportive of the kerbside provision and locations. Taxi access to and from the area will be maintained, including dedicated ranks in locations and at times when they are most needed. We will continue to work with TfL and the taxi trade as we progress the design proposals.
Local residents and workers were keen to see existing transport routes for buses retained.	Working with TfL, we will continue to maintain access to bus routes and stops as we know this is a valued mode of transport for residents, workers, and visitors to this part of the West End. We will continue to work with TfL as any potential changes to the bus networks emerge through work in the wider West End. We will continue to maintain access to public transport and are working to maintain bus journey times and improve them where possible. The existing traffic network and conditions have been monitored in detail over the last few years to understand existing sources of delay and inform the development of solutions to address them. The approval from TfL will be contingent upon maintaining bus journey times at an acceptable level.
Concerns about the impact on customer access, deliveries and servicing, including from businesses and local residents. There was particular concern shared by theatres, hotels, and other venues.	We are continuing to develop a kerbside management strategy for the project, informed by the existing and future loading, delivery, and operational needs of landowners and businesses. This strategy recognises day and night-time needs and will align with WCC's Freight, Servicing and Delivery Strategy. The design will ensure servicing vehicles, tour buses, and theatre coaches, as well as taxis, are accommodated and given adequate kerbside access for pick-up and drop-off. We will continue engaging closely with business representatives, theatres, hotels, landowners, and Resident Associations to gather information that helps shape this strategy and enables businesses to continue to support a thriving West End.
Across the extents of the emerging masterplan, respondents find Piccadilly Circus particularly congested, unsafe, and difficult to navigate.	Our approach is to design for people first. The Partners are Continuing to develop proposals at Piccadilly Circus to significantly change how the area functions from a movement and public realm perspective. These changes include: • Improve signalling to ensure traffic moves efficiently through the junction • Enable a more simple and legible layout • Provide wider and safer crossings and shorter waiting times • Provide more space for pedestrians to ensure this becomes a greatly improved experience for people and road users alike.

What we heard	How we are responding
Cycling	
Feeback indicates a preference for segregated cycling infrastructure with physical separation between motor vehicle, cycle, and pedestrian spaces.	Delivering segregated cycling infrastructure has been assessed for Regent Street. The spatial requirements would result in negative impact on the footway space that would have an adverse impact on pedestrian space, especially in high footfall areas. The partners are looking at options to increase the width of the cycle lane on Regent Street to allow safer routes for cyclists and more capacity for safe overtaking. The partners are continuing to develop a proposal for a new cycle route connecting Regent Street with Trafalgar Square. This proposed route off Regent Street will provide a safe cycle route that complies with LTN120, based on current and future vehicular traffic, with signage and line marking.
Concerns from cyclists about how the proposed areas connect north-south, east-west, and with the wider network.	The Partners are progressing with the development and refinement of a north-south cycling route beyond Regent Street and Trafalgar Square, as well as routes linking with existing, proposed, or future east-west routes. The Partners will ensure our proposals are aligned with the Westminster Sustainable Transport Strategy, which was recently published for consultation. Work with cycling representative organisations to ensure designs progress in a way that delivers on our ambition to create safe and accessible cycling.
Concerns about the obstruction caused by unmanaged dockless bikes throughout the area.	The kerbside management strategy and public realm design will review dockless bike parking zones based on current and future usage and through engagement with e-hire and dockless cycle providers.
Inclusive public spaces	
Disabled people feel unsafe crossing and navigating busy areas due to the lack of audio and visual cues like tactile paving.	As designs progress, we will ensure every junction and crossing within the project footprint is safe and accessible and meets or exceeds standards. We will explore the use of additional audio and visual cues as part of traffic light systems.
Respondents support improved public spaces and want accessible and comfortable places to sit, rest, dwell and socialise. There was particular interest in free dwell spaces not connected to businesses.	The emerging proposals will provide substantially more public space for people, including accessible seating and dwell spaces. We are looking to increase the opportunities for formal and informal seating and perching opportunities to cater for the thousands of people who visit the area each day. Our ambition is to provide a public seating every 50m along all high footfall streets.
General feedback reflecting concerns about pedestrian overcrowding and crowd safety in public spaces.	The emerging masterplan seeks to provide significantly more pavement space for pedestrians, including along Regent Street and at Piccadilly Circus. We will develop our Hostile Vehicle Mitigation approach in collaboration with policing partners, security services, and key local stakeholders to identify appropriate risk owners. The public realm design will consider a range of measures, such as street furniture, to protect people and pedestrians from vehicle borne attack.
Desire to ensure public spaces are safe and accessible, both during the day and night.	We are designing streets and spaces to encourage more active use and, in turn, natural surveillance. Ensuring people feel safe at all times of the day and night is a key consideration of the design process and reflects one of our key ambitions.
Lighting is a factor in perceptions of safety and how inviting public spaces can feel, particularly for women and girls at night.	We will light streets and spaces to best practice. For some streets, we are looking at options where we can increase lighting levels, if required, to make people feel safer at certain times of the night. We will continue to work with key stakeholders, including the Advisory Panel, to ensure our lighting strategy is tested.

What we heard	How we are responding
Accessible public toilet facilities would improve the area.	We are considering how we can integrate public toilets into the proposals. Options being investigated include repurposing parts of existing buildings for public toilets or signposting to existing public toilets across the wider area through improved wayfinding.
Alongside these specific elements, there are opportunities to improve overall accessibility and inclusivity of the proposals to better align with our ambition to create a safe, accessible and inclusive place.	The emerging design proposals for the public realm aim to ensure accessible design solutions with a focus on amenities, seating, wayfinding, and transport connectivity. We will continue to test the concept designs with the Advisory Panel to ensure lived experience representation informs the right design solutions. In line with our Public Sector Equality Duty and TCE's Inclusive Places and Spaces commitments, a full Equality Impact Assessment (EqIA) will be undertaken at the 50% and 90% RIBA 2 design stage to assess any unintended or disproportionate impacts on people with protected characteristics. The EqIA will evidence how our design process considers and progresses with respect to these impacts, showcase our adherence to best practice, and clearly identify mitigations or monitoring required. The EqIA will be published as part of the public consultation in summer 2026.
Greening	
Significant support and positivity towards more trees and greening within the proposals.	We are continuing to assess opportunities for increasing tree canopy and greenery across the area, with a focus on in-ground planting wherever possible. We are committed to substantially increasing the level of street greening in this part of the West End, delivering on our ambition and exceeding the expectations of key stakeholders, the community, and visitors. We have a once-in-a-lifetime opportunity in areas such as Regent Street St James's to set a new global standard for urban greening, supported by the strong public backing for creating traffic-free spaces
Engagement and consultation	
Low levels of engagement from some parts of the community.	We are committed to deepening relationships with communities to ensure their voices shape the project. We will deliver further, focused engagement with women and girls, older and disabled people, and young people over the next 12 months. We recognise that there was some confusion from members of the community in understanding our proposals. We will continue to work with the community and Advisory Panel to ensure that our engagement materials are easy to understand and meet community needs.

7 Appendix



Appendix 1 - Methodology

We took data from the online survey and events and applied a detailed analysis process to form the insights found in this report. 13 core themes emerged following a comprehensive review of all feedback. These were:

- Accessibility and inclusion
- Communications and engagement
- Cycling
- Greening, sustainability and environmental impact
- Operational considerations (e.g. servicing and loading)
- Other
- Pedestrian experience
- Personal safety
- Public space quality and design
- Public transport
- Road safety
- Taxis and private hire
- Vehicle movement and traffic

This formed the basis of our analysis, with all comments from events and open-ended questions in the survey coded against these themes.

Event data:

At the events, we focussed on increasing the reach of our engagement, signposting attendees to the survey and capturing more detailed design-based feedback.

There were 623 pieces of feedback captured across all events, most of these were neutral design suggestions, rather than positive or negative in sentiment. We did not ask in-person event participants for their overall sentiment toward the proposals, as this function was carried out through the survey. Instead, most comments were design-based feedback or questions about the proposals. However, as part of our analysis of feedback from events, if comments expressed an explicit sentiment, they were coded to align with the sentiment. Among comments captured from events:

- 21% were coded as 'supportive'. This included comments which explicitly expressed support toward the overall scheme or a specific aspect.
- 4% were coded as 'not supportive'. This includes comments which explicitly expressed opposition to the overall scheme or a specific aspect.
- The remaining comments were design suggestions, questions about the proposals, or feedback about current challenges and opportunities for the area, rather than expressing a sentiment.

The comments we captured at events were analysed and categorised by the 13 core themes.

Survey data:

There were 3,470 survey responses, these were split by those who agreed and disagreed with overall proposals. With 1,775 comments shared by those who agreed with the overall proposals, and 1,157 comments shared by those who disagreed.

The comments were then assigned to the 13 core themes. Further analysis was carried out and the data was broken down into sub-theme coding we identified a variety of more granular themes and manually assigned these to responses alongside the original 13 codes. Due to the complexity of respondents' answers, many responses corresponded to multiple themes. Where themes had more nuance, these were explored and analysed further to understand specific examples and suggestions to help inform detailed recommendations. If sub-codes were still significant, these were further coded and explored to understand specific examples and suggestions.

Following this first layer of analysis, seven themes were selected to undergo an additional layer of thematic analysis. These themes were:

- Accessibility and inclusion
- Cycling
- Greening, sustainability and environmental impact
- Pedestrian experience
- Public space and design
- Taxis and private hire
- Vehicle movement and design

These themes were explored in more detail because they reflect areas of strong agreement or disagreement within the proposals, indicate location or proposal trends where further consideration is required as the design progresses, or reflect where specific thematic feedback differed across respondents.

The seven themes were coded against several subthemes to give us a deeper understanding of the reasons for agreeing or disagreeing with the overall proposals. A single comment could be coded against multiple subthemes.

In cases where subthemes were deemed to require more detail to unpack the specific feedback within them, a third layer of analysis was conducted to achieve this.

The key insights identified through this analysis process are detailed in section 5 of the report. Where charts show core themes for agreeing and disagreeing with the overall proposals, only the 10 most frequently mentioned themes are shown. Where subthemes are shown in charts for each of the core themes, only the 5 most frequently mentioned subthemes are shown.

Appendix 1 - Methodology

Formal responses:

All 21 formal stakeholder responses were reviewed as part of the analysis. A single comment could be coded against multiple core themes.

Potential taxi drivers

On 25 July 2025, the client team was made aware that the Licensed Taxi Drivers Association (LTDA) issued a directive to their members instructing them to complete the online survey and identify as “anything except Taxi, Transport and Logistics”, and to click “strongly disagree” to all proposals.

The Council’s Research and Insights Team carried out detailed analysis of survey entries to attempt to identify irregular self-identification that matched the LTDA’s directive. Using this methodology, the team identified 89 survey responses that were subsequently assigned as taxi drivers.

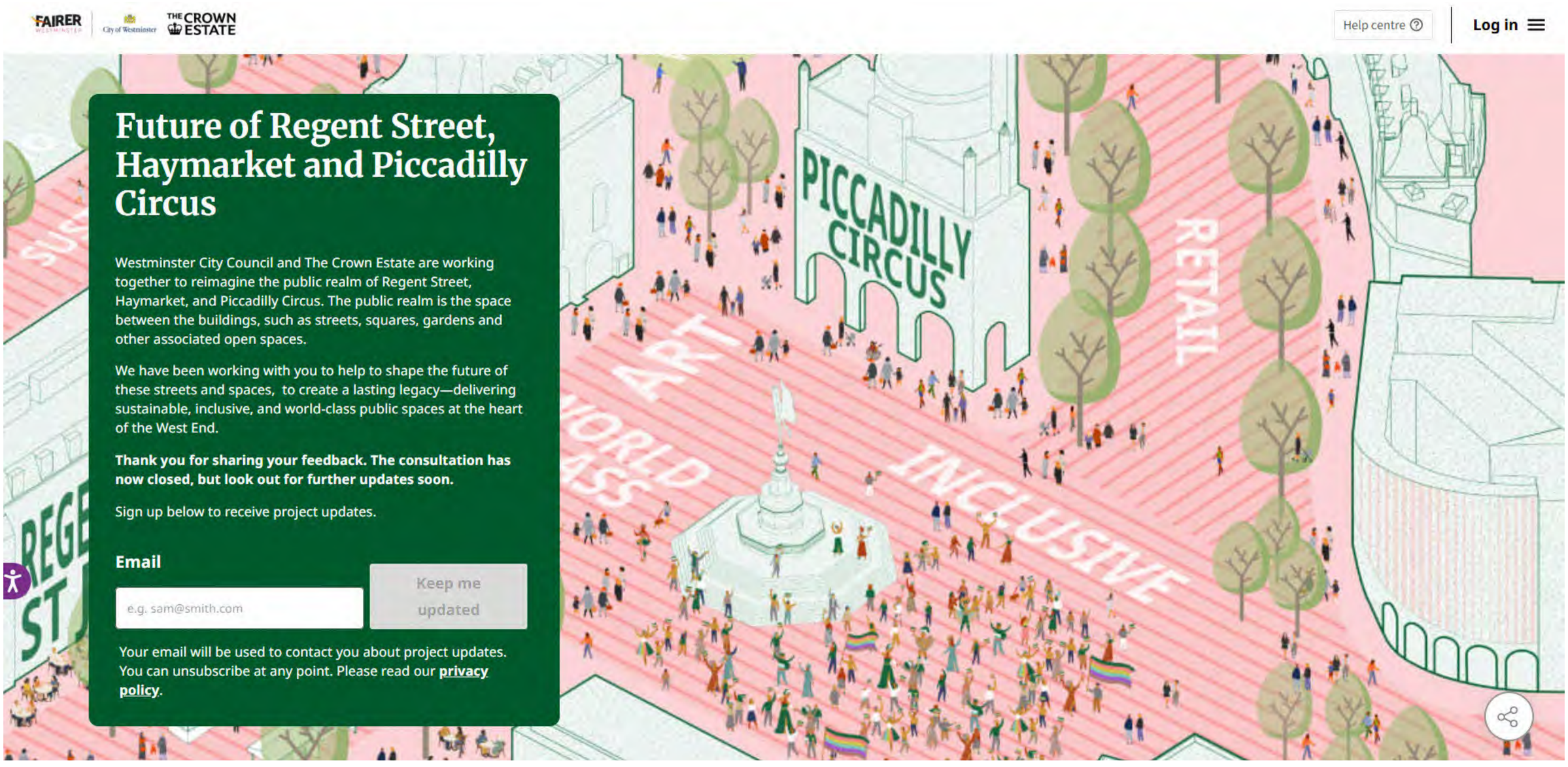
The total number of taxi drivers identified in the survey is therefore 497 (14%) of total survey respondents. This is made up of:

408 people who directly identified as taxi drivers (11.7% of total respondents)

89 people who identified as taxi drivers by the Council’s Research and Insights Team using the methodology outlined above (2.5%).

Appendix 2 - Communication materials

Commonplace website (https://futureofregentstreet.commonplace.is/)

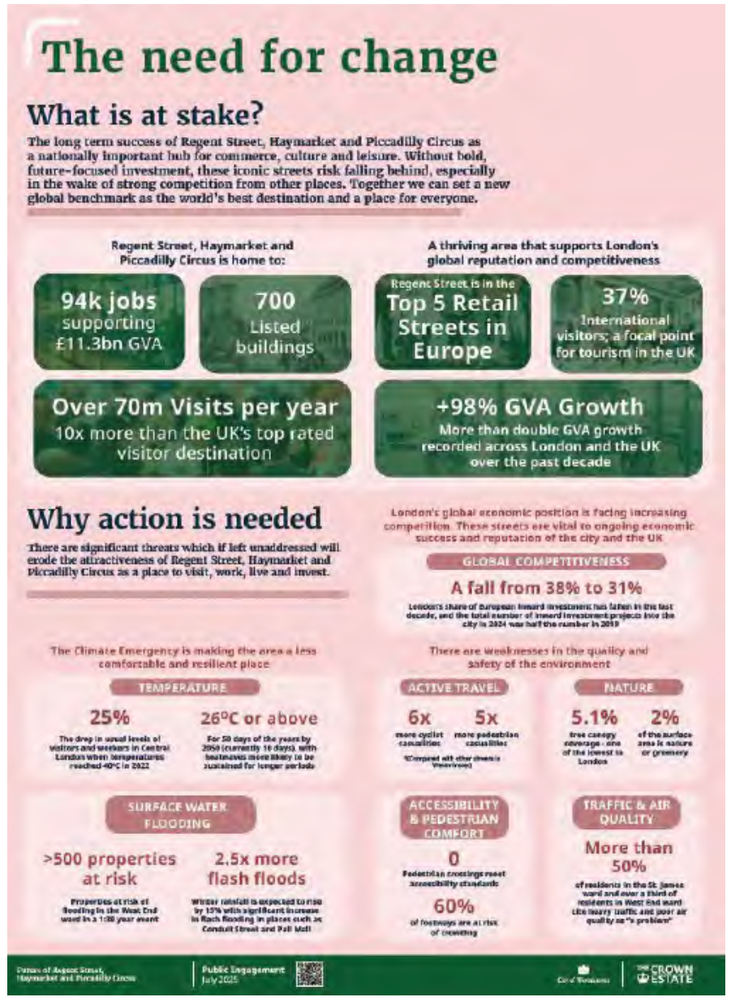


Appendix 2 - Communication materials

Engagement boards

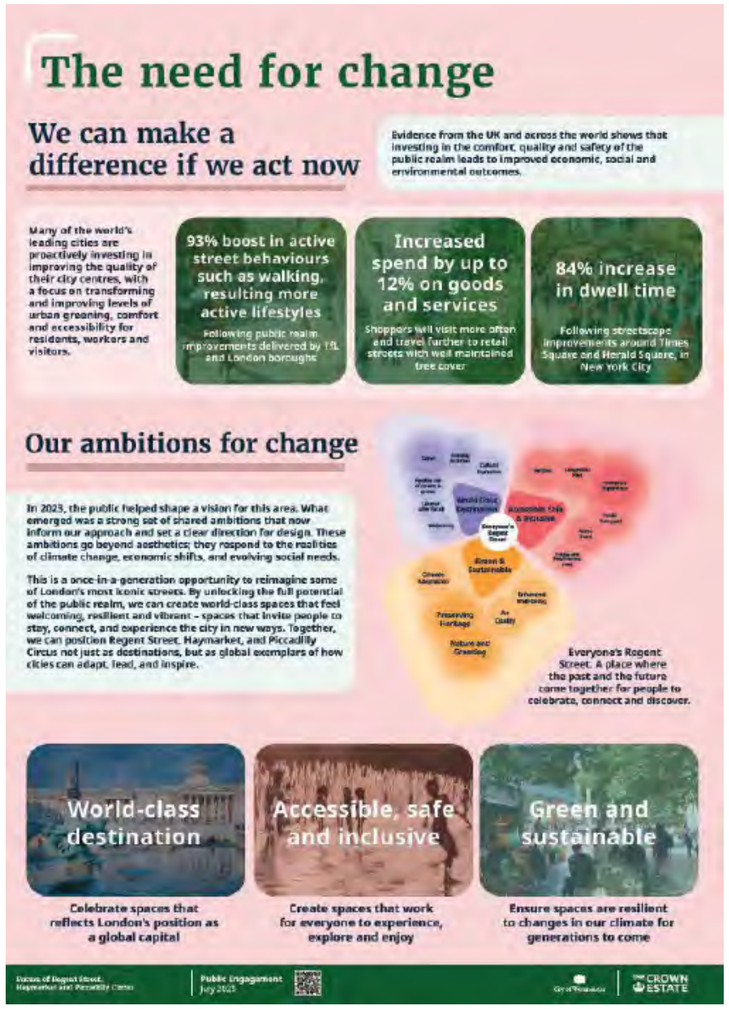


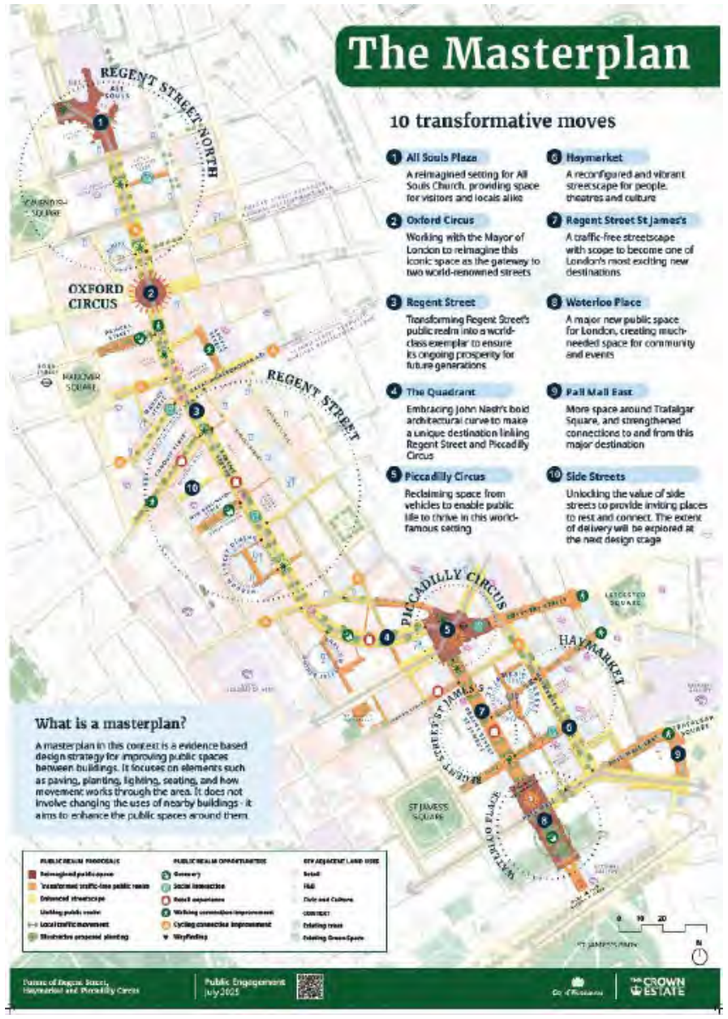


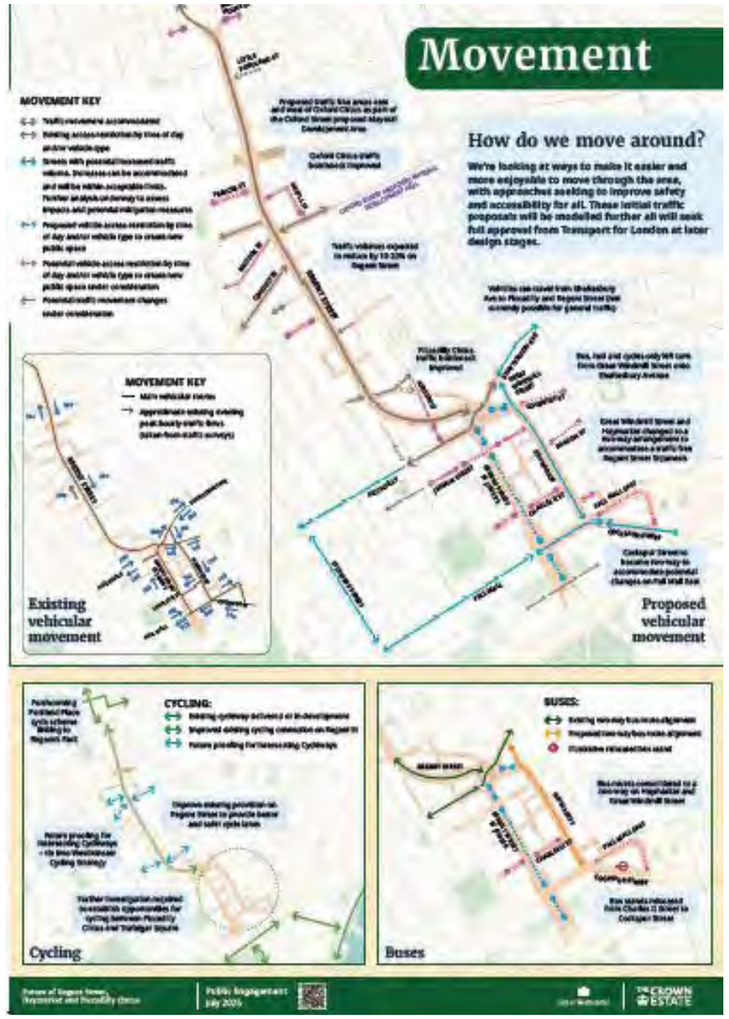


Appendix 2 - Communication materials

Engagement boards



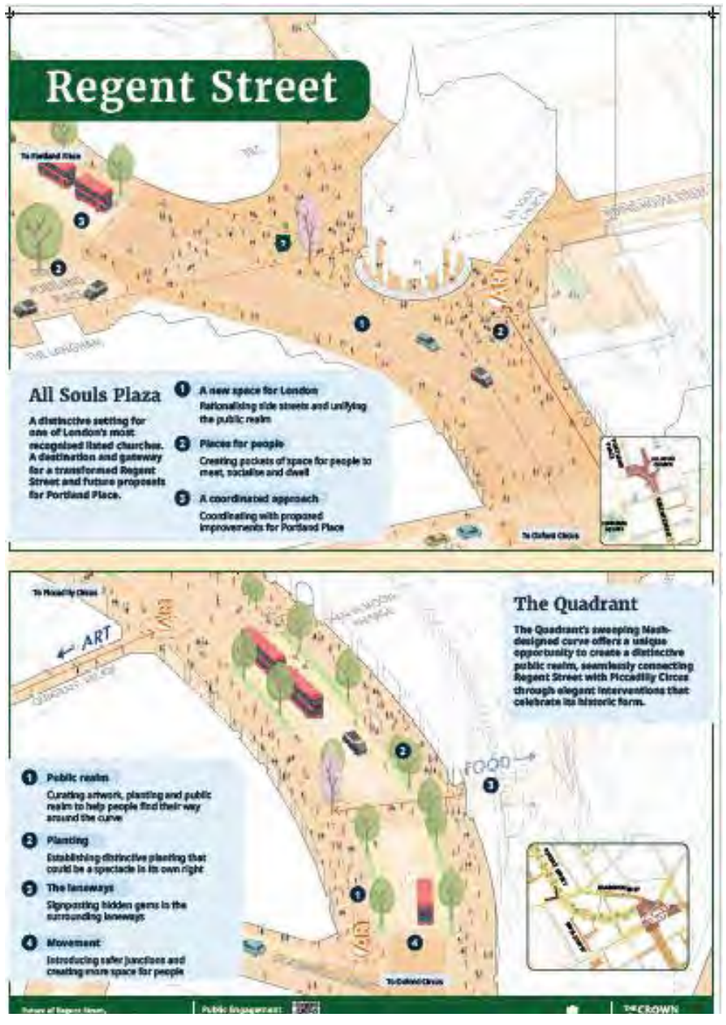


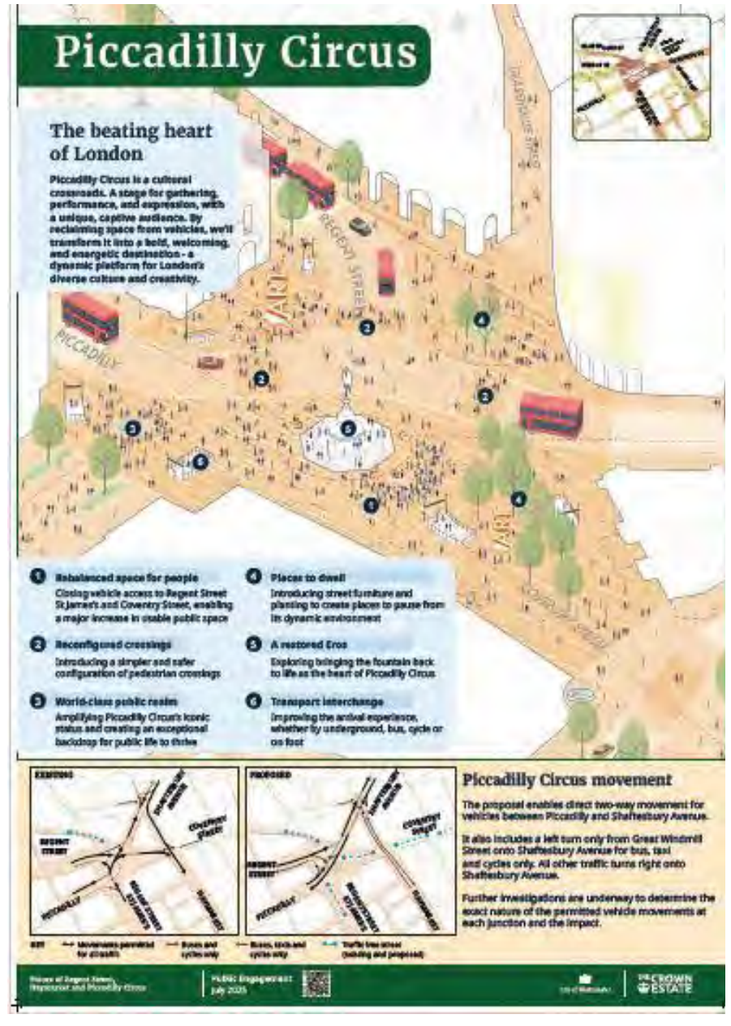


Appendix 2 - Communication materials

Engagement boards



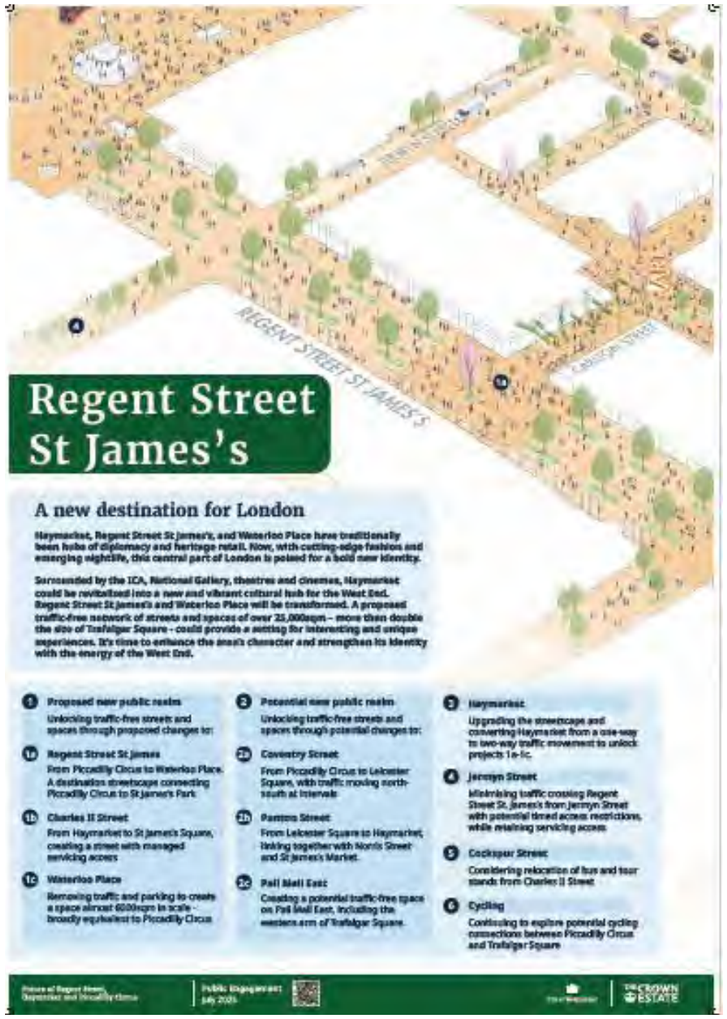


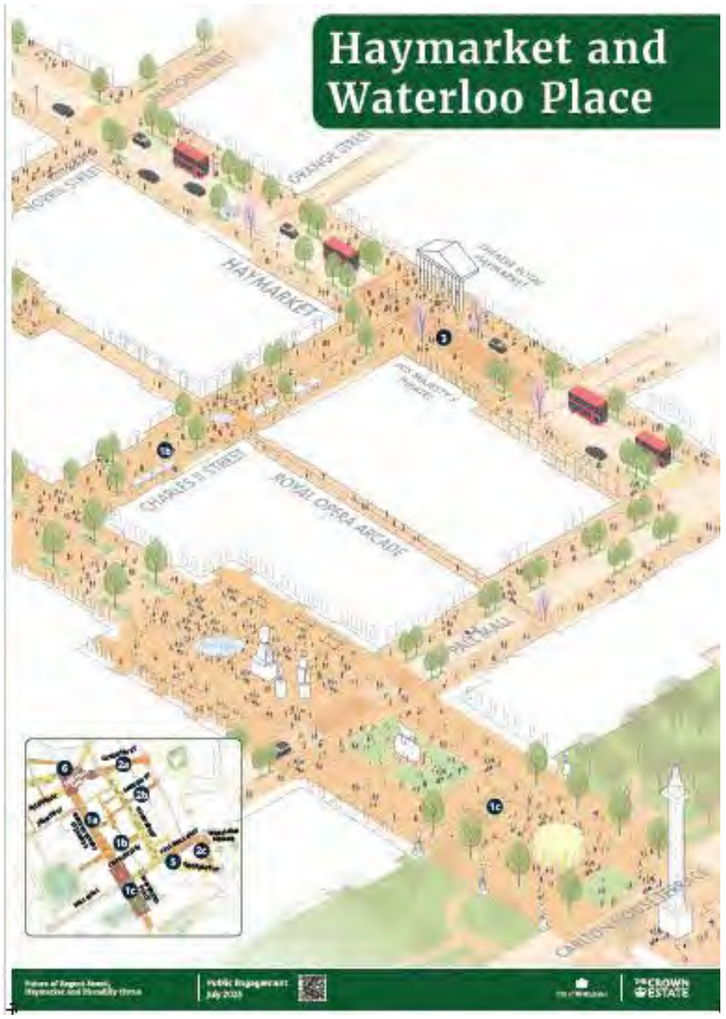


Appendix 2 - Communication materials

Engagement boards







Appendix 3 - Media Mentions

Publications	Media Type	Headline	Sentiment
		Nationals/Top Tier	
BBC News	Online	More pedestrianisation plans for London's West End	Balanced
City AM	Online	More West End to be pedestrianised under Crown Estate plans	Positive
Daily Mail	Online	Plans to turn London's West End into traffic-free zone continue with another major tourist road earmarked for pedestrianisation	Balanced
GB News	Online	Sadiq Khan urged to ban vehicle traffic with new plans launched to pedestrianise London's West End	Balanced
GB News	Online	Sadiq Khan doubles down on car ban plans as millions risk tougher driving conditions – 'Make it the future'	Balanced
LBC	Online	Piccadilly Circus set for pedestrian revamp under plans to make parts of West End car-free	Positive
MSN	Syndication	Traffic to be banned from part of Regent Street as mayor faces calls to reduce traffic across West End	Positive
The Standard	Online	Traffic to be banned from part of Regent Street as mayor faces calls to reduce traffic across West End	Positive
The Times	Online	Piccadilly Circus set for pedestrian makeover in West End redesign	Balanced
Yahoo News	Syndication	Traffic to be banned from part of Regent Street as mayor faces calls to reduce traffic across West End	Positive
		Regional	
BBC 1 London	TV	N/A	Balanced
Harrow Online	Online	Plans to pedestrianise Regent Street St James's revealed	Positive
Heart London	Radio	N/A	Balanced
ianVisits	Online	Major pedestrianisation scheme for Picadilly Circus to St James's Park	Positive
ITV 1 London	TV	N/A	Balanced
Londonist	Online	Plans To Pedestrianise More Of Central London Revealed	Positive
London on the Inside	Online	New Plans Are Calling for Part of Regent Street to Be Pedestrianised	Positive
Secret London	Online	New Plans To Pedestrianise Yet Another Of The West End's Busiest Streets Have Just Been Revealed	Positive
The Fitzrovia	Online	Cycling Campaign group unveils dream of a low traffic West End	Positive
Time Out Online	Online	Even more of London's West End could soon be pedestrianised, with new plans for Picadilly Circus	Positive
Westminster Extra	Online	Masterplan to 'future-proof' the West End	Positive
		Trade	
Architects' Journal	Online	Allies and Morrison reveals plan to pedestrianise London's West End	Positive
Building	Online	Crown Estate consulting on plans to pedestrianise parts of West End	Positive
Building Design	Online	Public consultation begins on Allies and Morrison's West End public realm proposals	Positive
Business Live	Syndication	More West End streets to be pedestrianised under Crown Estate plans	Positive
Estates Gazette	Online	Crown Estate and Westminster launch public realm revamp consultation	Positive
Fashion Network	Online	More pedestrianisation plans unveiled for London's West End	Positive
Green Street News	Online	Regent Street revamp plans hatched	Positive
Property Week	Online	Masterplan launched to create traffic-free public space in London's West End	Positive
Travel and Tour World	Online	Discover a More Beautiful London: How the Pedestrianisation of Regent Street Will Revamp the West End for Tourists	Positive
Taxi Point	Online	'TOTAL CHAOS': Regent Street pedestrianisation plan risks transport gridlock, warns taxi association Chairman	Critical
The Stage	Online	Nica Burns: Plans to pedestrianise the West End will impact theatregoing	Critical

Appendix 4 - Survey

Survey: Future of Regent Street, Haymarket and Piccadilly Circus

Thank you for your interest in this survey. We appreciate you taking the time to share your views on our proposals for Regent Street, Haymarket and Piccadilly Circus. The survey will be open until Sunday 10 August and will take around 9 minutes to complete.

Your response will remain strictly confidential and all data will be anonymised and held securely in line with GDPR regulations.

Scroll down and select 'Next' to start the survey.

Section one: Your connection to Regent Street, Haymarket and Piccadilly Circus

Connection to Regent Street, Haymarket and Piccadilly circus.
Base: All respondents
1. Which, if any, of the following best describes your connection to Regent Street, Haymarket and Piccadilly Circus? (Please select one option only)

    1. I live on or near Regent Street, Haymarket and Piccadilly Circus
    2. I live in Westminster
    3. I work on or near Regent Street, Haymarket and Piccadilly Circus
    4. I live in London
    5. I am a visitor to Regent Street, Haymarket and Piccadilly Circus and live in the UK (outside of London)
    6. I am a visitor to Regent Street, Haymarket and Piccadilly Circus and live abroad
    7. I own or manage a business on or near Regent Street, Haymarket and Piccadilly Circus
    8. Other – please specify:

Frequency of travelling in and around Regent Street, Haymarket and Piccadilly Circus
Base: All respondents
2. How often do you travel to and around Regent Street, Haymarket and Piccadilly Circus? (Please select one option only)

    1. Every day
    2. 5–6 times a week
    3. 3–4 times a week
    4. 1–2 times a week
    5. A few times a month
    6. A few times a year
    7. Less than once a year
    8. This was my first time visiting
    9. Never – I don't travel to or around the Regent Street, Haymarket and Piccadilly Circus [End Survey]

Transport to and around Regent Street, Haymarket and Piccadilly circus
Base: All respondents
3. Which, if any, of the following are the main ways you normally travel to and around Regent Street, Haymarket and Piccadilly Circus? (Please select up to three options only)

    1. Walk / on foot
    2. Wheelchair (manual or electric)
    3. My own bicycle
    4. Hire bicycle (e.g. Santander, Lime, Tier, Forest)
    5. Bus
    6. London Underground / Tube
    7. London Overground
    8. Train (National Rail)
    9. Scooter / e-scooter (including rental e-scooters e.g. Lime)
    10. Car
    11. Van
    12. Motorcycle/moped
    13. Taxi / cab (including black cabs, Uber, Bolt, Addison Lee etc.).
    14. Other – please specify:

Workers'/business' sector
Base: Work on or near Regent Street or own (CODE 3 AT Q1a) or manage a business on or near Regent Street (CODE 7 AT Q1b)
4. You said that you work on or near Regent Street, Haymarket and Piccadilly Circus (WORKERS)/ You said you own or manage a business on or near Regent Street, Haymarket and Piccadilly Circus (BUSINESSES). Which, if any, of the following sectors do you work in (WORKERS) / is your business in (BUSINESSES)? (Please select one option only)

    1. Retail
    2. Hospitality and leisure
    3. Financial and legal services
    4. Creative and digital industries
    5. Health and social work
    6. Construction and manufacturing
    7. Public services (including Government and Local Government)
    8. Education
    9. Real estate and property
    10. Transport
    11. Logistics
    12. Taxi driver / cab driver (including black cabs, Uber, Bolt, Addison Lee etc.).
    13. Other – please specify:

Name of business
Base: Work on or near Regent Street or own (CODE 3 AT Q1a) or manage a business on or near Regent Street (CODE 7 AT Q1b) EXCEPT TAXI / CAB DRIVERS

Appendix 4 - Survey

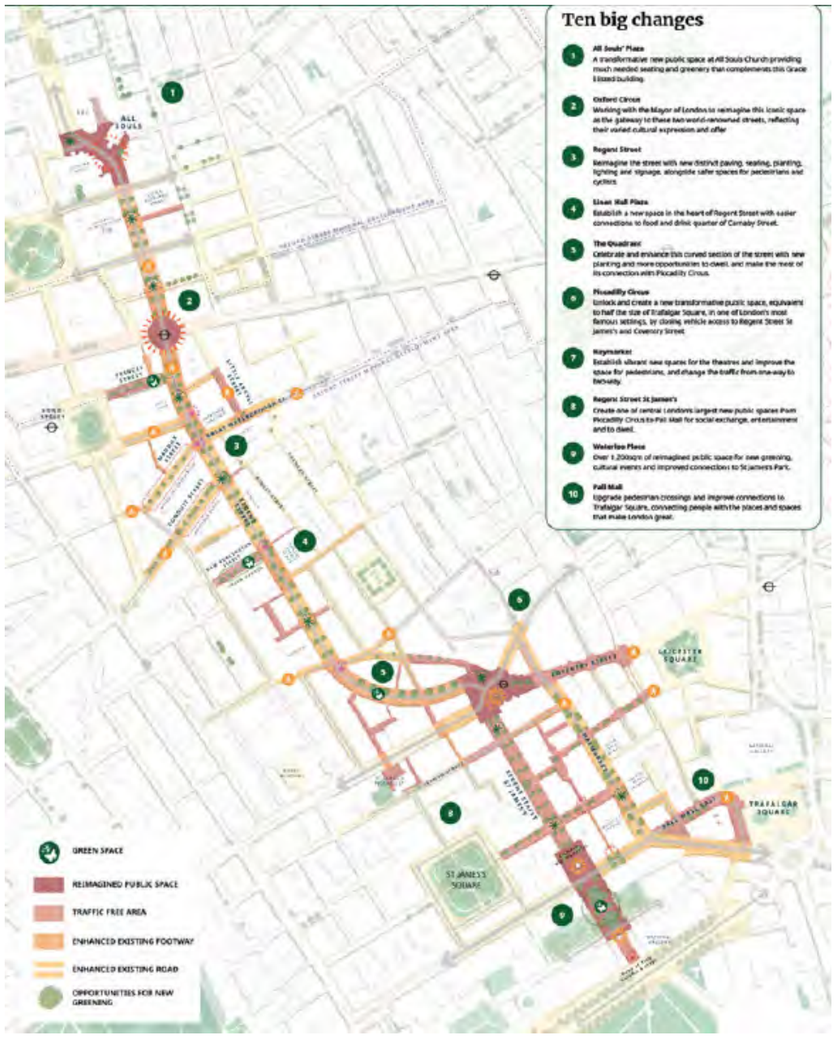
5. What is the name of the business you own or manage (BUSINESSES) / organisation or business where you work (WORKERS)? (Please use the text box below)

[OPEN END]

Section 2: The masterplan for Regent Street, Haymarket and Piccadilly Circus

Below is a masterplan image that relates to the upcoming questions. Please refer to this when needed.

A masterplan sets out ideas for how an area can change and improve over time — including streets, public spaces, and how people move around. At this early stage, our proposals are focused on how people could move through the area in the future. We will show you elements of the masterplan in this survey. For further information and detail, please take a look at the masterplan and proposals through the following link: Have Your Say Today - Proposed masterplan - The Future Of Regent Street, Haymarket And Piccadilly Circus Public Realm].



Below is a masterplan image that relates to the following questions, please refer to this when needed.

A masterplan sets out ideas for how an area can change and improve over time — including streets, public spaces, and how people move around. At this stage we want to test how people move around the area, and how that could help us achieve our vision.

Appendix 4 - Survey

All Souls to Piccadilly Circus proposals
Base: All respondents
6. The proposals for Regent Street from All Souls Place to Piccadilly Circus include keeping a single lane of traffic in each direction and improving public spaces, for instance pavements, more seating and greening. Overall, to what extent do you agree or disagree with the proposals to change Regent Street and its side streets in this way? (Please select one option only)

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Not sure

Cycling proposals
Base: All respondents
7. Overall, to what extent do you agree or disagree with the proposals to change the cycle lanes on Regent Street, from All Souls Church to Piccadilly Circus, to have wider and continuous cycling lanes and different surfacing?

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Not sure

Increased public space at Piccadilly Circus
Base: All respondents
8. Overall, to what extent do you agree or disagree with the proposals to change public space on Piccadilly Circus to create more space for pedestrians by simplifying and improving the traffic movements? (Please select one option only)

7. Strongly agree
8. Tend to agree
9. Neither agree nor disagree
10. Tend to disagree
11. Strongly disagree
12. Not sure

Haymarket
Base: All respondents
9. Overall, to what extent do you agree or disagree with the proposals to change Haymarket from one-way vehicle traffic to two-way vehicle traffic to increase public space across the area? (Please select one option only)

a. Strongly agree
b. Tend to agree
c. Neither agree nor disagree
d. Tend to disagree
e. Strongly disagree
f. Not sure

Traffic-free Regent Street St. James's
Base: All respondents
10. Overall, to what extent do you agree or disagree with the proposals to change Regent Street St James's to be traffic-free, with timed access restrictions for servicing and delivery vehicles, to create more space for people? (Please select one option only)

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Not sure

Traffic-free Waterloo Place
Base: All respondents
11. Overall, to what extent do you agree or disagree with the proposals to change Waterloo Place to be a new public space for events and greening, with timed access restrictions for servicing and delivery vehicles? (Please select one option only)

a. Strongly agree
b. Tend to agree
c. Neither agree nor disagree
d. Tend to disagree
e. Strongly disagree
f. Not sure

Sentiment on proposals delivering ambitions
Base: All Respondents
12. Overall, to what extent do you agree or disagree that the proposals for Regent Steet, Haymarket and Piccadilly Circus will achieve the following ambitions? (Please select one option only)

Appendix 4 - Survey

A. Make Regent Street, Haymarket, and Piccadilly Circus safe, accessible, and inclusive
B. Make Regent Street, Haymarket, and Piccadilly Circus green and sustainable
C. Make Regent Street, Haymarket, and Piccadilly Circus a world-class destination

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Not sure

Overall proposals
Base: All respondents
13. Thinking about all the proposals you have just seen, to what extent do you agree or disagree with the proposals overall? (Please select one option only)

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Not sure

Reasons for agreeing with the proposals
Base: Agree with the proposals (CODE 1,2 Q12)
14. You said that you agree with the proposals. Please tell us why in the box below.

[OPEN END]

Reasons for agreeing with the proposals
Base: Disagree with the proposals (CODE 4, 5 AT Q12)
14. You said that you disagree with the proposals. Please tell us why in the box below.

[OPEN END]

Any other comment
Base: All respondents
15. If you have any further comments about the proposals, please let us know in the box below.

[OPEN END]

Section 3: About you

To help us ensure a broad range of people are responding to this survey, we'd now just like to ask a few optional questions about yourself. Your responses will remain strictly confidential and all data will be anonymised and held securely in line with GDPR regulations.

You can find more information on how personal data is processed by Westminster City Council on our website.

Please select 'Next' to continue.

Age
Base: All respondents
D1. Which of the following is your age group? (Please select one option only)

1. 16-24
2. 25-34
3. 35-44
4. 45-49
5. 50-54
6. 55-59
7. 60-64
8. 65-74
9. 75+
10. Prefer not to say

Gender
Base: All respondents
D2. Which of the following describes your gender? (Please select one option only)

a. Man
b. Woman
c. Non-binary
c. Genderqueer/ gender non-confirming/ agender
d. Trans-female/ trans-woman
e. Trans-male/ trans-man
f. I prefer to use my own term (please type in below)
g. Prefer not to say

Ethnicity
Base: All respondents
D3. Which of the following ethnic groups do you belong to? (Please select one option only)

ASIAN OR ASIAN BRITISH:
a. Bangladeshi
b. Chinese
c. Indian
d. Pakistani
e. Any other Asian Background (type in)

WHITE:
a. British
b. Eastern European (type in)
c. Irish

Appendix 4 - Survey

d. Western European (type in)
e. Any Other White Background (type in)

MIXED:
a. White and Black: African
b. White and Asian
c. White and Black: Caribbean
d. Any other Mixed Background (type in)

BLACK OR BLACK BRITISH:
a. African
b. Caribbean
c. Any Other Black Background (type in)

OTHER ETHNIC GROUPS:
a. Arab
b. Any Other Background

Prefer not to say

Postcode
Base: CODE 1-5 or 7 – BASED IN THE UK.
D4. What is your postcode? This information will only be used for analysis at a broad geographical level. Individual postcodes will not be shared or used to identify you personally. (Please use the text box below. Please leave a space between the two parts of your postcode)

(POSTCODE)
Prefer not to say

Country of residence
Base: CODE 6 – BASED ABORAD
You said you are visitor to Regent Street, Haymarket and Piccadilly Circus and live abroad. What is your country of residence? (Please use the text box below)

(OPEN)
Prefer not to say

Disability
Base: All respondents
D5. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Please include problems related to old age. (Please select one option only)

a. Yes, limited a lot
b. Yes, limited a little
c. No
d. Prefer not to say

Working status
Base: All respondents
D6. Which, if any, of the following describes your working status? (Please select one option only)

1. Working - full time (30+ hrs)
2. Working - part time (17-29 hrs)
3. Working - part-time (8-16 hrs)
4. On an apprenticeship
5. Registered unemployed (job seeker's allowance, on a work programme)
6. Unemployed, not registered – seeking work
7. Retired
8. Unemployed due to ill health
9. A full time-student
10. Other – please specify:
11. Prefer not to say

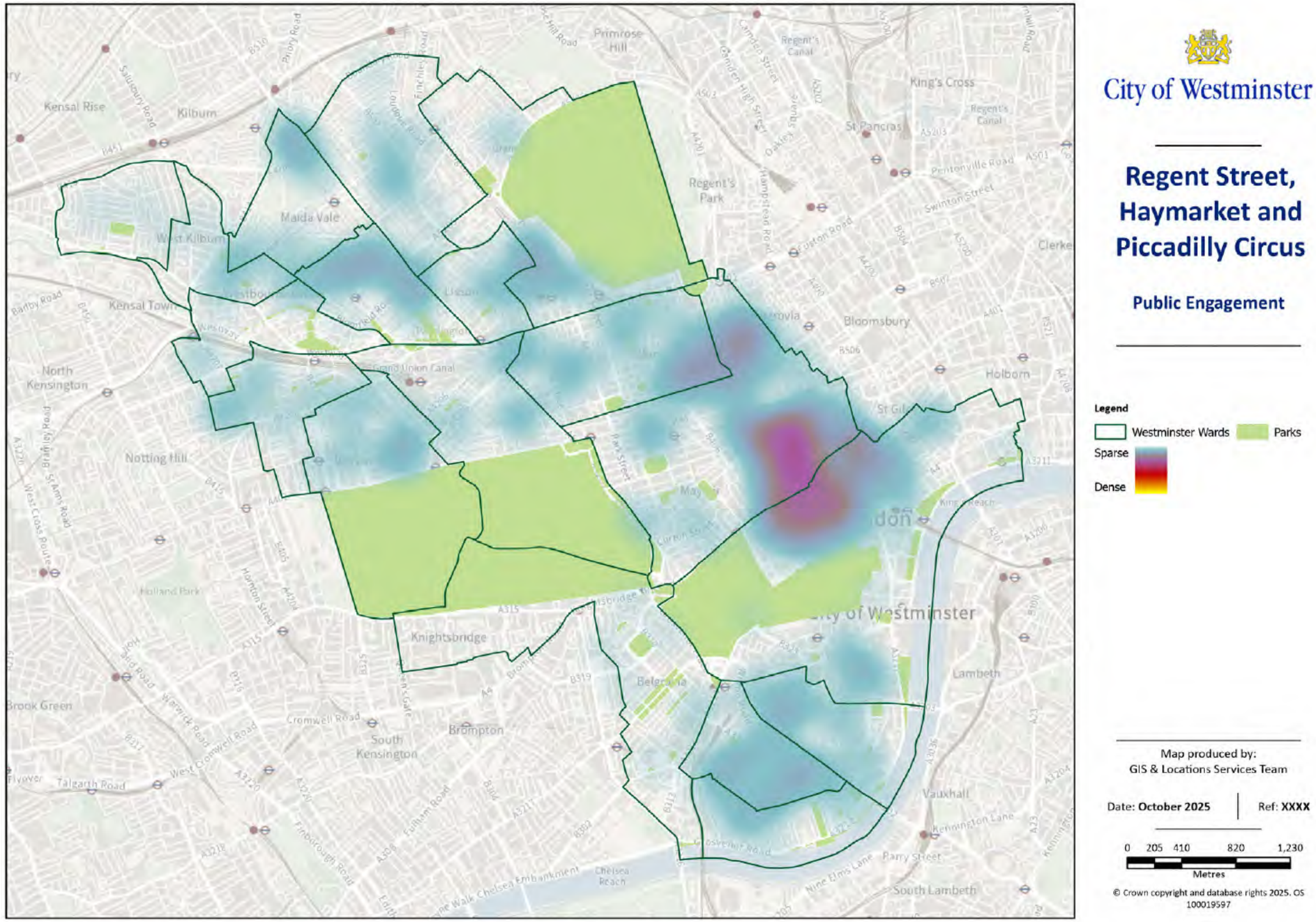
Comms Channel
Base: All respondents
D7. Finally, how did you find out about this consultation? (Please select all that apply)

a. Commonplace
b. Instagram
c. Twitter/X H
d. LinkedIn
e. Posters or street signage
f. Word of mouth
g. Email/newsletter
h. Local business or organisation
i. Event or pop-up
j. Other – please specify

Appendix 5 - Formal responses

Number	Name of organisation
1	Licensed Taxi Drivers Association
2	The Athenaeum
3	United Cabbies Group
4	Criterion Capital
5	FitzWest and FNA
6	Footways CIC
7	Heart of London Business Alliance
8	Land Securities
9	London Cycling Campaign
10	London Heritage Quarter
11	Marylebone Association
12	Mayfair Neighbourhood Forum
13	New West End Company
14	Places for London (TFL)
15	Shaftesbury Capital
16	Soho Business Alliance
17	The National Gallery
18	The Pollen Estate
19	Westminster Cycling Campaign
20	Westminster Healthy Streets
21	Wheels for Wellbeing

Appendix 6 - Postcode mapping



City of Westminster

Regent Street, Haymarket and Piccadilly Circus

Public Engagement

Legend

Westminster Wards | Parks

Sparse

Dense

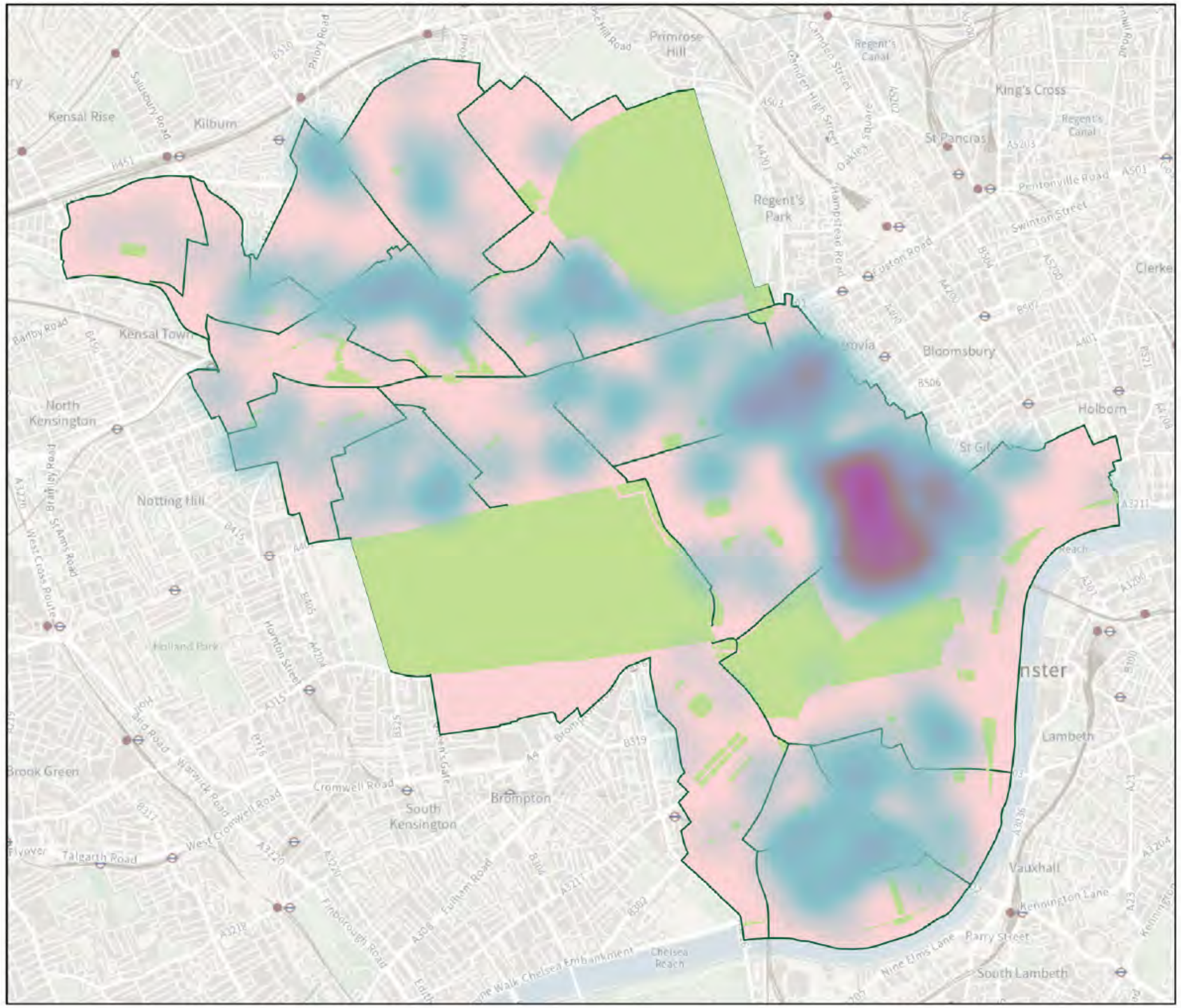
Map produced by:
GIS & Locations Services Team

Date: **October 2025** | Ref: **XXXX**

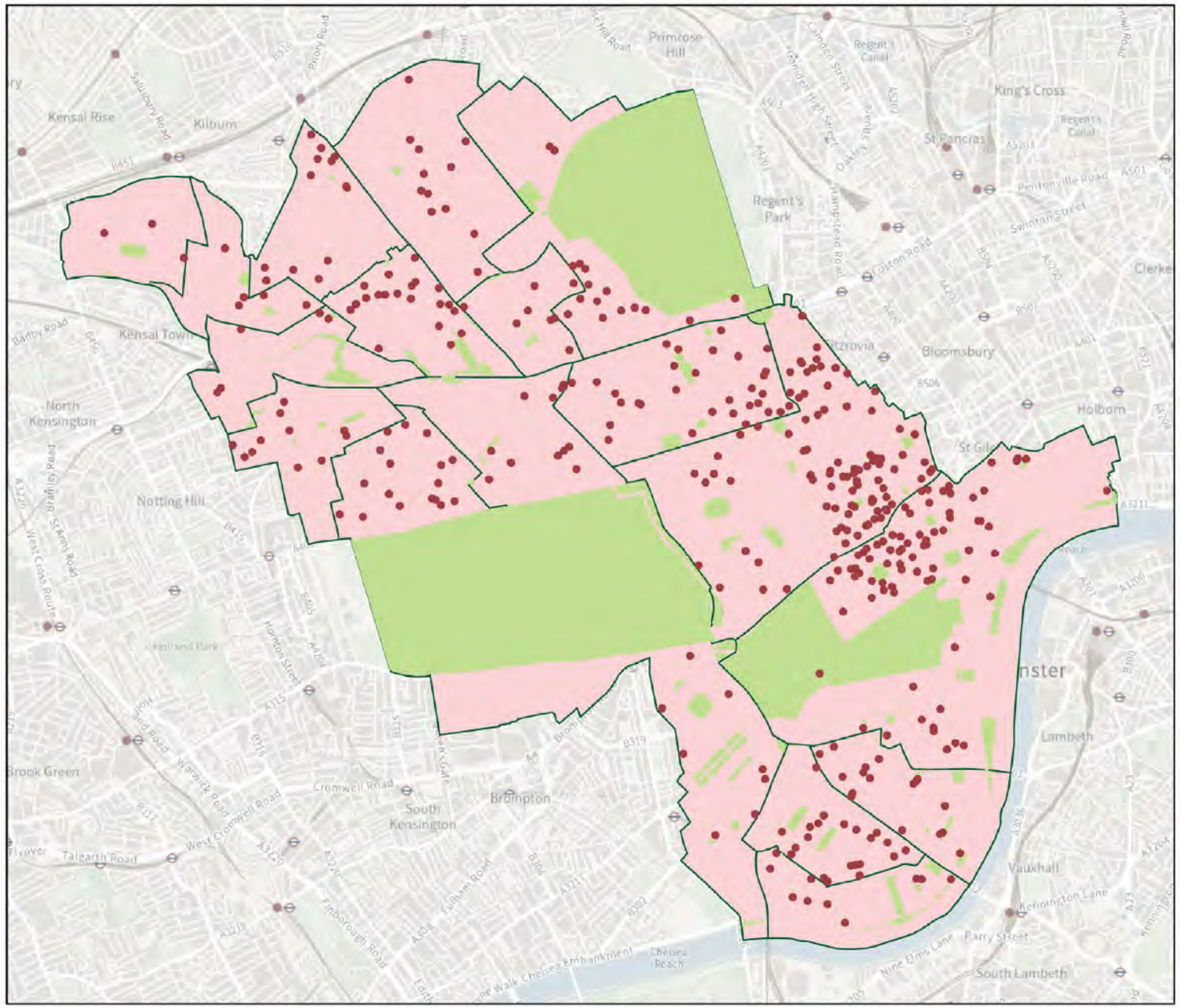
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Appendix 6 - Postcode mapping

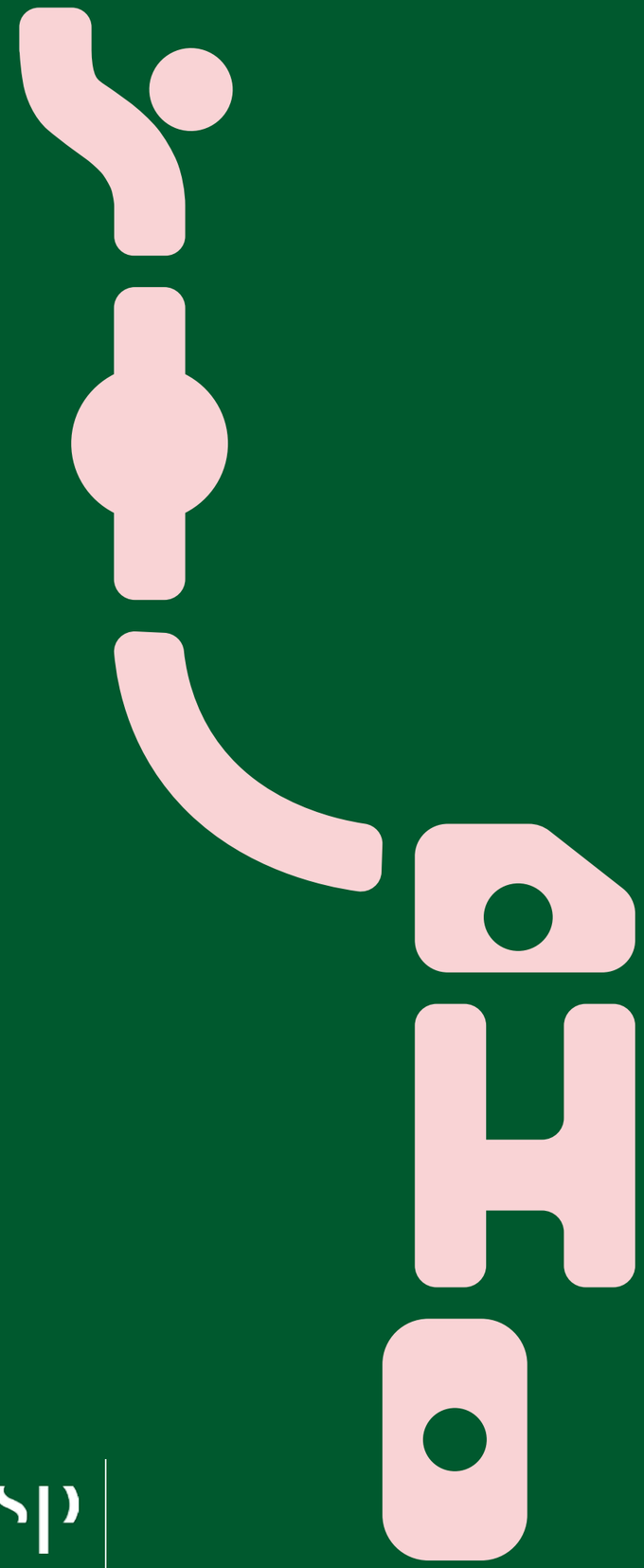


Appendix 6 - Postcode mapping



Appendix 7 - Case for change

Statistic	Source
Regent Street, Haymarket and Piccadilly Circus is home to 94,000 jobs.	ONS BRES
Regent Street, Haymarket and Piccadilly Circus produce an annual economic output of £11.3bn.	ONS Small Area GVA Analysis
Regent Street, Haymarket and Piccadilly Circus is home to 700 listed buildings	Historic England Listed Building Register
70 million visits to Regent Street per year	The Crown Estate Westminster
10 times more visits than the UK's top rated visitor destination	Heart of London Business Alliance
Regent Street is one of the top 5 retail streets in Europe	BNP Paribas, Pan-European Footfall Analysis
Regent Street, Haymarket and Piccadilly Circus is a focal point for tourism in the UK with 37% of international visitors.	Association of Leading Visitor Attractions, 2024
+98% GVA growth, more than double across London and the UK growth in the last decade	ONS Small Area GVA Estimates, 2005
There are significant threats which if left unaddressed could impact London's global competitiveness	EY UK Attractiveness Survey, 2025
> 500 properties at risk of flooding in the West End ward in a 1:30 year event	Westminster Local Flood Risk Management Strategy 2024-2030
50% chance of temperature exceeding 40 degrees in the next 12 years	Met Office analysis, 2025
>50% of residents in the St. James ward and over a third of residents in West End ward cite heavy traffic and poor air quality as "a problem"	2025 ward profiles (Westminster City Council)
50% decrease in the total number of inward investment projects in the city in 2024 was half of that of 2019	EY UK Attractiveness Survey, 2025
2% of the street is green compared to London's 21% average – making it more vulnerable to heat and rainfall	PRD GIS based on GLA Green Space data
Baker Street's two-way road has increased footfall by 28%, with peaks of up to 84% and reduced vehicle speeds by 25-30%	Living Streets 2024: Baker Street Case study
Improvements in Bond Street has increased footfall by 33%	Savills Impacts, 2024
Improvements in Times Square and Herald Squares, New York has resulted in peak periods of 84% more people stopping to dwell in the space	Broadway Report, 2010



City of Westminster

THE CROWN ESTATE

Allies and Morrison

NRP
NORMAN ROURKE PRYME

PROJECT CENTRE
part of Marston Holdings

wsp